

PRINTERS' INK.

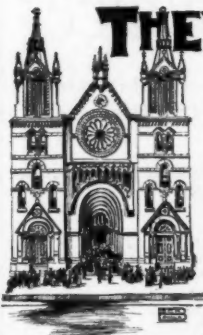
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXIX.

NEW YORK, DEC. 27, 1899.

No. 13.



THEY ALL GET GOOD

RESULTS FROM ADVERTISING IN -



Hundreds of testimonials prove it, a few of which have reached your notice on this page from time to time.

"One must buy newspaper space at the right price and in the right paper."—*The Ad Writer.*

25 cents per 186,282 copies daily, and 20 cents per line for 147,676 copies Sunday, line for 1890, with classified rates all the way down to 1/4-cent per word certifies that

THE PHILADELPHIA RECORD is the RIGHT PAPER at the RIGHT PRICE.

*Because
Every one
Agrees
That*

**THE LARGEST
CIRCULATION
IN
PENNSYLVANIA PAYS
'EM BEST.**

**THE RECORD
PUBLISHING CO.,
PHILADELPHIA.**



The Record Publishing Co.,

Philadelphia, Pa.

Gentlemen:-

Please allow me to thank you for your kind favors. I have received the best results from your daily and Sunday paper that any one could wish for. For quick replies and best results I think "The Record" is worthy of my patronage the generous public may see fit to bestow on it.

Respectfully yours,

*S. King the artist
622 S Mc
Donough St
Philadelphia*

Your Experience with Our Experience

will make a mighty profitable combination with which to meet the business issues of the coming century.

Combinations of capital are not more vital to success than combinations of experience.

Your experience in Advertising united with our experience in selecting profitable Street Car lines will be rich in results.

We solicit the union, meeting you on equal terms. Time, energy, hard work, money, have been given for the experience we enjoy; we know our business.

At your service we place the best Street Car advertising service in America, and solicit opportunity to place the evidence before you.

There is no sentiment in this, every interest of good business imperatively demands the investigation of our claims.

May we come this week?

The Mulford & Petry Company



WESTERN OFFICES:
99 WOODWARD AVENUE,
DETROIT.

EASTERN OFFICE:
220 BROADWAY,
NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1893.

VOL. XXIX.

NEW YORK, DECEMBER 27, 1899.

No. 13.

B. F. KEITH'S ENTERPRISES.

THE FARMER BOY WHO REVOLUTIONIZED THE VARIETY SHOW BUSINESS—HIS FIRST VENTURES AND SUCCESSES—A BOLD ADVERTISER—THE NEWSPAPERS HIS CHIEF STANDBY — "HIGH-CLASS VAUDEVILLE" AND HOW HE DEVELOPED IT — LATER SUCCESSES.

In looking over the theatrical advertisements that appear in the New York, Philadelphia and Boston papers, I have often been struck by the dignified way in which Mr. B. F. Keith advertises his "enterprises," which are practically the same in his four theaters situated respectively in New York, Boston, Philadelphia

and Providence. Mr. Keith was the originator of the "continuous performance" idea, that of opening the "show" about noon and running continuously up to ten or eleven o'clock at night. With the idea that Mr. Keith's story of his business and advertising experience must be interesting, I made it a point to get the particulars from his managers and such others who knew the man intimately. My

chief informant was Mr. M. J. Keating, the Boston press agent for Mr. Keith. From him I learned that about thirteen years ago Mr. Keith was comparatively unknown, and not over-wealthy, while to-day he is the best known manager of vaudeville shows on either side of the Atlantic, and that

Mr. Keith himself cheerfully admits that most of his success has been due to the press of the country, not only to the advertising columns, but to the editorial and news notes that were readily and ungrudgingly given to the man who so forcibly impressed his clean amusement enterprises upon the minds of American theatergoers.

Benjamin Franklin Keith was

B. F. KEITH.

born at Hillsbridge, N. H. At the age of seven he left home to work on a farm in Western Massachusetts. He was fifteen years old before he saw a show of any kind, but it impressed him considerably, not simply as a spectator, but with the desire to become "a showman" himself. With this idea Mr. Keith went to Boston in 1882. He rented a large room on the site of the present



Adams House, and his sole attraction was a baby midget named "Little Alice." Small as the show was it proved a financial success. Vicissitudes of various sorts followed. But whatever these amounted to in Mr. Keith's case, his indomitable perseverance seems to have surmounted them. The era of "popular price" entertainments had just been successfully ushered in, but the early projectors of this form of amusement had made one serious mistake which Mr. Keith at once set about to correct. The best judges of the theatrical entertainments are of opinion that Mr. Keith struck the true keynote of his popular success when he commenced to give absolutely respectable variety entertainments for very little money. Hitherto, ladies and children had never been able to attend the "Varieties."

It was on the foundation of strict respectability that Mr. Keith builded. He demonstrated to the Boston public that he could present before the most cultivated and discriminating audiences a variety show that was thoroughly moral and dignified.

During the experimental stage of his enterprise Mr. Keith was advertising in a small way. His theory was always, "Pay as you go and when you can't pay, don't go," advice which he still gives himself to young men who ask for his counsel about their business careers. At first the newspapers did not pay much attention to Mr. Keith's little venture, and the "critics" at that time probably thought it beneath their dignity to visit it.

On July 6, 1886, the continuous performance idea was put in operation "for the first time on any stage," and while it attracted the attention of amusement managers everywhere, the scheme drew forth many predictions of disaster. However from the initial performance up to the present time there never has been the slightest doubt of the public indorsement of the "continuous show" idea, and it is now one of the most important features in the theatrical business of fully half a hundred American cities, and is still spreading.

Following up his Boston success,

Mr. Keith invaded Providence, Philadelphia and New York, in the order named, and in all the four cities he has now flourishing and palatial playhouses. His Boston theater, however, is claimed to be the most beautiful playhouse in the country. It is one of the sights of the city, and no Bostonian would think of allowing a visitor to depart without taking him to see Keith's Theater.

As Mr. Keith's business increased so did his expenditures for advertising, and he admits that a large share of his success has been attained through a judicious use of printer's ink. He is a firm believer in the use of the newspaper as a means of attracting the attention of the public, and he seldom uses any other medium. He never uses space in programmes, guide-books or other schemes of that nature. His advertisements are placed in nearly all the daily, weekly and Sunday newspapers in the four cities in which he has theaters. The Sunday advertisements are necessarily the largest and most attractive, but a fair amount of space is used in the week-day editions. In regard to the latter it may be said that Mr. Keith believes in them so much that he would not have ten times the space tri-weekly in lieu of what he uses every day.

Aside from the newspapers, the only advertising done by the Keith circuit is in the free distribution, to patrons, of handsomely illustrated souvenir booklets, that are elegantly and permanently bound; the use of folders in summer hotels, railroad stations and on steamships; and the periodical sending of a novel and beautiful advertising wagon to each of the four cities in which his enterprises are located. This is a beautiful electrically-lighted wagon, drawn by six coal black horses. It makes a big showing at night and attracts great crowds. It is probably the most costly and most effective advertising "turn-out" in the country.

Mr. Keith employs in each city a press agent who attends to the whole business, and therefore does away with the ordinary advertising man as used by other theaters. In

each instance this press agent is a regular graduate of a newspaper office and knows thoroughly all the duties of his position. These are of the usual character pertaining to the regular theatrical advertising agent, but the press agents have, in addition, a much more difficult mission. Their aim is generally understood to be to secure gratuitous publications of timely paragraphs rather than to buy large amounts of space.

Mr. Keith's advertising expenditures in each of the four cities are at least equal to those of any single amusement caterer, bearing in mind that he has to do it all, whereas, in other cases, the expense is split up by the manager and the company playing. But he manages at all times to so nicely balance the drawing qualities of his attractions, from week to week, that he can count upon an almost uniform attendance under normal conditions.

Billboards and posters are not used in connection with Mr. Keith's business, and in this particular he is unique among managers. He finds better results can be obtained through the newspapers, and it enables him to do away with the advertising man as usually understood in the theatrical business, whose leading duties are to inspect billboards and posters, pick out desirable "stations," or "stands," order lithographs, etc. The press agent in each city drafts the advertisements for the newspapers, Mr. M. J. Keating attending to the Boston house, Mr. Maybury Fleming to the Union Square Theater in New York, Mr. John J. Keirans to the Philadelphia playhouse, and Mr. H. I. Dillenback to the Providence place. These gentlemen are held responsible for the advertising and press notices in their respective cities.

JOHN S. GREY.

THE man who can drive the best bargain with a publisher is not necessarily the best agent. He may be able to procure 30 per cent more space for a given sum, or secure a given area of space at 30 per cent less cost than a rival; but if the latter can fill the space 50 per cent more effectively, the apparent gain by employing the services of the former is in reality a serious loss. This point is seldom properly understood by advertisers.—Unidentified Exchange.

AN INVITATION.

Under this heading Bloomingdale Brothers, of New York, issue a leaflet which reads:

Come and try a lunch in our restaurant.

That's the invitation.

It's a little informal.

It's a little short, but—come.

Here's a restaurant excellently appointed.

It's on the second floor around the rotunda. Plenty of room, plenty of light, plenty of air and satisfactory service.

It's quiet and restful.

No better place to spend a half hour.

The cuisine is as good as there is in New York. The prices are just as low as we can make them and give you the best the market affords. The single purpose of this restaurant is to serve our customers and the public generally, as a matter of convenience, with the profit-making idea eliminated.

It is convenient to all parts of our store, or to the street. You can reach it easily from our main entrance on Third avenue, by the inclined elevator, an invention that has met with the greatest public favor. It lands you right at the entrance to the restaurant. Men, women and children are welcome.


There's a smoking and reading room for men.

And a home-like parlor and waiting room for women and children.

It's really a pleasure to lunch here. You can't help coming again and again once you try it.

We've never yet offered a good thing that was not appreciated. Keen public sense rewards the best.

If you are not in the habit of lunching at our restaurant begin at your earliest opportunity. You'll appreciate this suggestion.



Dress Suit Cases

\$5

Did you ever know a man or woman who ever used a dress suit case while traveling, to go back to an old style, backward, ungainly, dangerous, value, useless or handling? Our dress suit case is your friend for life. The case makes a solid case—best in the way.

Ever Easy to Carry

Our 18 in. x 22 in. x 10 in. long, 14 strong and well made, covered with the best heavy selected cow-hide stock, either olive green or russet tan, with steel frame, heavy roller, round handle, solid brass lock and catches. Full lined lined with special compartment in lid for shirts. Retailer's usual price \$8. We guarantee it to our price \$5. Show the color and size you desire and we have misrepresented it, return it at our expense, we will refund your money. Trunk from the world's largest mail order trunk house in the world.

C. A. TAYLOR TRUNK WORKS.

20 E. Broadway St., Chicago. 646 Broadway, New York.

GIVES A PICTURE, A DESCRIPTION, AND IS CONVINCING.

SHOPPING IN JAPAN.

Japanese are very fond of strolling through their bazaars. You enter at one door and leave by another. Goods for sale are displayed on each side of aisles that wind through the length of the shop. Passing up and down these aisles they lead you to the second, and often third, story of the building, then back again through different aisles, causing you to travel the length of the establishment many times. Finally you see the doorway a few feet distant, but even then you must travel this maze several times its length to escape.

Usually shopping is very restful in Japan. You sit around on the floor, and in some shops they bring you cups of tea to sip and a "hibachi" from which to light your pipe.

Time is of no consequence to the Orientals, nor are they eager to sell. Their ideas of trade are very peculiar. You are compelled to ask them whether you can see articles after their stating that they have them in the store. Ten pieces of an article sometimes cost twelve times the cost of one. They will not sell one hundred at a less rate, but insist on your paying extra because of the large quantity desired. They frankly tell you their price to Japanese customers and then that foreigners have to pay about fifty to one hundred per cent more, and laugh.

In the largest dry goods store in Tokio fifty clerks are seen kneeling down upon the floor of the large building, but no merchandise is visible. It is kept in fireproof (?) structures in the rear and carried to and fro for customers' inspection by numerous boys. It is interesting to watch proceedings in such a store.

Nearly all Japanese stores are conducted in the same manner, though some shops have on display samples of articles sold. If a foreign lady is shopping a crowd of Japanese usually blockades the store, anxious to see the strange sight. Preparatory to the new treaties going into effect the government issued an order for

the natives to abandon this obstructive habit.

Almost every staple article has its imitation here and its label counterfeited. A Philadelphia shoe-blackening has half a dozen imitations. One maker inserts his name, leaving North Front street, Philadelphia, remaining, and the label unchanged, except "superior quality" is "superior quarity." Another inserts his name and Japanese town, but leaves "133 and 146 North Front street," and so on.

The Japanese make heroic efforts at English. While butchering it horribly, they do remarkably well, considering everything. On the few English signs of leading firms on Tokio's chief street are seen: "Drucist," for druggist; "foreign gords," "caned goods, wholesale and detail," "The shop of the articles of the finery," "The carriage and all of harness" and "A harness maker," "manufaktealary," "apothekaly."

THERE is no stopping place on the road of advertising. You must be a constant traveler or you will be left behind among the unknowns.—*Mail Order Journal*.

ILLUSTRATED TESTIMONIAL.



TO THE SUPERINTENDENT OF THE ACME PAINT WORKS: DEAR SIR—MY HUSBAND BROUGHT HOME A SAMPLE OF YOUR PAINT. IT IS REMARKABLE FOR ITS STAYING QUALITY. NO AMOUNT OF SCRUBBING CAN EFFACE IT. RESP., MRS. OLIVE GREEN.

You
Can not Reach
Readers of

The Sun

Through
Any other Daily
Publication.

Address,
THE SUN, NEW YORK.

CONCENTRATION IN ADVERTISING.

By Taylor Z. Richey.

Concentration is primarily necessary to successful advertising. The word concentration means the state of being brought to a common point or center. Applied to advertising, it means the bringing of one's advertising within a smaller compass; it means the uniting of one's abilities and resources toward the accomplishment of some one well-defined purpose.

Concentration in writing advertisements is attained by grouping arguments around but one central idea. Thus, a patent medicine advertiser wishes to make the point that his medicine cures dyspepsia. He gives the symptoms and causes of the disease. He tells why his medicine cures dyspepsia and gives a testimonial. Everything contained in this particular advertisement relates to dyspepsia and is intended to strengthen the point that the medicine advertised cures this particular disease. Did the advertiser state in the same advertisement that his medicine cured both dyspepsia and heart disease, the force of each claim would have been weakened. This is true of all advertising: Where advertisements contain two or more parallel points, the force of each point is weakened in proportion to the entire number of such points contained in the advertisement.

Concentration is necessary to the successful placing of advertisements. A majority of the advertising failures result from the fact that advertisers try to cover too much territory with a small appropriation. Scattering a small appropriation over a large territory is like shooting an elephant with bird-shot. The combined force of the shot may be sufficient to kill the elephant, but striking the elephant over an area of probably six or seven feet, the force of the shot is dissipated and no harm results to the elephant. The same charge of shot, if molded in one large ball, would bring the elephant to earth, because the full force of the charge is concentrated in some one

particular spot. Likewise, a small advertising appropriation expended in a particular section will bring better returns than will the same appropriation diffused over the entire country.

Concentration in placing advertising is the reducing of certain territories to a bull's-eye. Concentrated efforts behind concentrated advertisements will hit the bull's-eye every time.

ADVERTISING ON AN ENVELOPE.

Edward F. Smith, Trenton, N. J., makes judicious use of his regular correspondence envelope. Above the place where he stamps his letter is the wording, "This stamp insures delivery," and on the reverse side is a unique trademark with a descriptive line which reads: "This stamp insures excellence." On the address side and arranged in three lines above which the address is written, it reads: "Up to the time this was mailed no one had produced the equal of Smith's beverages."—*Ad Sense*.

POLITICAL ADVERTISING.

Political advertising is year by year becoming more a feature in municipal campaigns. There has been more of it this year in Lowell and Boston than ever before. It is a legitimate and effective means of bringing to the attention of citizens the merits of the causes or candidates for which the advertisers seek support, and it is much more commendable than advertising by the use of circulars, which share the fate of most of such "flyers."—*Lowell (Mass.) Citizen*.

ILLUSTRATED TESTIMONIAL.



DEAR SIR—YOUR CORNED BEEF HAS BEEN USED BY THOUSANDS OF THE TROOPS. PERHAPS NO OTHER ARTICLE OF FOOD HAS BEEN SO MUCH COMMENTED ON SINCE THE CIVIL WAR. RESP., CORP. SHORTLEEVES.

Two Great Perfecting Presses Required to Print the Atlanta Journal.

R. Hoe & Co. furnish another of their immense printing machines, which doubles the capacity of the JOURNAL's press-room. A great Quadruple and immense Double Supplement to run side by side in the JOURNAL office. The magnificent press now in use already far outgrown.

**R. HOE & CO.,
PRINTING PRESS, MACHINE AND SAW
MANUFACTURERS.**

**H. H. CABANISS, Esq., Business Manager ATLANTA JOURNAL,
Atlanta, Ga.**

Dear Sir—The new double supplement press of latest improved pattern ordered by you is well under way and will be hurried to completion as rapidly as possible. When it is installed in your office by the side of the quadruple press you are now running, and which we regard as one of the most efficient machines we have ever made (used only in one or two other offices in the South), the combined capacity of the two will be:

72,000 4, 6 or 8 page papers per hour.

48,000 10 or 12 page papers per hour.

36,000 16 page papers per hour.

24,000 14, 20 or 24 page papers per hour.

All delivered folded, pasted if desired, cut at head and counted.

It would seem that this addition to your plant would provide for the present increase in your circulation, with something left over for future growth. At the same time you must not hesitate when in want of a third press, for we stand ready always to meet your desires in this and every other respect.

With best wishes we are, very truly yours, **R. HOE & CO.**

The average daily circulation during 1898 was **30,055**

As showing the growth of the Daily:

1894.....	16,470
1895.....	17,000
1896.....	19,822
1897.....	23,179
1898.....	30,055

The circulation of the SEMI-WEEKLY JOURNAL is **26,000**

For advertising rates and special information, address

THE ATLANTA JOURNAL, Atlanta, Ga.

Or THE S. C. BECKWITH SPECIAL AGENCY,
Sole Agents Foreign Advertising, 47, 48, 49 & 59 Tribune
Building, New York, and 469 The Rookery, Chicago.

FREE SAMPLES.

By La Fayette Parks.

The question is: Shall the mail-order medical advertisers send free samples of their medicine to those who write, or make a charge for same? The large advertisers of complexion cures, beauty preparations and similar mail-order propositions are interested in this question.

For the purpose of shedding a little light on this subject I have talked with several of this class of advertisers. One of them who handles complexion wafers said:

"During my experience as an advertiser I have experimented with both ends of the sample problem. When I first commenced to advertise my wafers I thought by offering to send free samples of my goods I would attract a good many persons who otherwise would not write to me.

"Apparently I was correct in my surmise, for my mail was flooded with postal cards asking for free samples. So far everything looked satisfactory. But I had the orders yet to get. It was then I learned the real value of a free sample crowd of women. The number of orders compared with my original list of applications proved a very discouraging percentage.

"The result at least started me to thinking, and consequently was not entirely devoid of results. The next copy of my ad I sent to the papers contained the line, 'sample package of wafers sent for one dime.'

"As a result of that ad my mail contained very few postal cards, but quite a fair showing of letters containing dimes. And fully two-thirds of those who forwarded their dimes subsequently ordered the entire treatment.

"Later on in some of my ads I tried the offer 'sample package of wafers for two 2-cent stamps.' I learned by that ad that most women will send a dime just as readily as they will two stamps. It is much more convenient for the average woman to wrap a dime in a bit of newspaper and inclose in her letter than to go to the postoffice and buy stamps.

"Then, on the other hand, ten cents in every letter counts up far more rapidly than four cents. A dime in every letter of inquiry will almost pay for the advertising. And then on top of the dime we get the order, too.

"There is an army of women who are always on the lookout for everything free—whether they need it or not. Only a small percentage of these sample fiends prove purchasers. Consequently the advertiser not only fails to get an order, but he wastes his samples, money and time. The ten-cent offer shuts out all the free-sample fiends. In other lines of mail-order goods the plan might perhaps work differently."

IT'S A POOR RULE—

Irate Publisher—Here, confound it! How's this? I ordered a ton of coal sent up and you only gave me 1,700 pounds.

Coal Dealer (sweetly)—Yes; but you must consider the quality you are getting.

If we want a newsboy, we whistle for him; but when we approach a lady in a drawing-room, it is done with our most deferential bow. Your advertising should be equally discriminating. If you have a cheap article for cheap people, and are advertising in a cheap paper, you can go at them in a free and easy and familiar way. If you're too nice and well-bred in your methods, you'll miss fire. But, on the other hand, if you are trying to reach cultured people through a well-bred and dignified publication, do not go at them in a hello-there, slap-'em-on-the-back way, but approach them with dignity and decorum.—*Spatula.*

ILLUSTRATED TESTIMONIAL.



GENTLEMEN—YOUR EXCELLENT BUTTER MADE A DEEP IMPRESSION ON ME. IT KNOCKS OUT EVERYTHING.



SOLICITORS for advertising in penny papers urge as an argument that advertising in 2-cent papers, or high-price papers, does not pay, except for high-price goods. "Bargains," they say, bring better returns in cheap papers. The domestic servants employed in the comfortable homes in the city and country, to which the *Evening Wisconsin* is delivered, regularly read the *Evening Wisconsin's* daily bargain offerings. These servants are all well paid, receive their wages in cash each week, and are more numerous

than all the Subscribers
of the Penny Papers in
the same districts. ❀❀

The *Evening Wisconsin*, therefore, not only goes into the best homes in the city of Milwaukee and State of Wisconsin, but also reaches through those homes a vast army of bargain-seekers, the well-paid domestic servants and employees. ❀❀



ADVERTISING "TEA-ETTE."

A Brooklyn correspondent of **PRINTERS' INK** sends the information that follows:

A new company has been started in Brooklyn having for its object the sale of Tea-Ette, a preparation which, it is claimed, is the best quality of ordinary tea with the tannin or bitterness extracted. The "Royal Tea-Ette Co." has offices at 43 Wallabout Market, and has done considerable mural and circular advertising throughout the Borough of Brooklyn in recent months. The posters have been good and attractive and a large sum has been expended in buying up desirable spaces for these displays. I recently called at the office and had a brief interview with the manager of the concern, who volunteered such information as I asked. It is the intention of the company, said he, to use four different kinds of advertising, and to gradually spread its business all over the United States and Canada. All the daily and weekly newspapers of importance will be used, beginning with those published or circulating in Brooklyn, and then spreading out by degrees to different territories. Simultaneously the poster campaign will be carried on with the object of forcing the public attention, both indoors and out, at the same time. This will be followed up by circularizing, through the mails, the best families in each community. Another intended plan—which is now being carried on in Brooklyn—is to leave small samples in every house in the borough. By newspaper, poster, circular and sample, it is thought that none can well escape hearing about the virtues of Tea-Ette, and the object is to popularize the brand among the better classes. Tea-Ette is not a cheap article, as it costs sixty cents a pound, but it is claimed that it will go one-third further than the ordinary grades of tea, and that it is far healthier. It will be handled by grocers and druggists exclusively. For store advertising the company is putting out some miniatures of its poster as hangers, and also some neat booklets and window cards. Other novelties

will be introduced for gratuitous distribution. The name "Tea-Ette" (pronounced Te-et) is registered as a trade-mark, and the manager of the company seems sanguine of success. So far as I could learn the advertising habit pervades each member of the concern, and as they profess to know that they have a good thing, and evidently know the great value of publicity, their success ultimately would not appear to be in much doubt.

HOLIDAY WINDOW ATTRACTIONS.

A correspondent writes:

The great window exhibition—or rather series of exhibitions—in the store of the Siegel-Cooper Company on Sixth avenue, involved the great secret of all successful window displays—motion! Everything in every window was made to move. One window showed a pretty village street with scores of Lilliputian villagers drawn in eager crowds from their houses to see the fire engines and patrol wagons go tearing along the thoroughfare, drawn by high stepping horses that were really on wheels. Another window showed a fancy ball room, wherein groups of dolls were gracefully dancing. On the Nineteenth street corner the windows were filled with revolving circular chambers, each of which contained the waxen figure of a youth bearing a patriotic emblem or dressed in army or navy costume. The Santa Claus surmounting the main entrance was active and natural enough in his movements to create the impression that he was made of flesh and blood, had it not been for his enormous proportions.

Rothenburg's department store on Fourteenth street had a miniature reproduction of Barnum's circus, with the "three rings" and all complete. While dolls took the places of the human performers there were also all kinds of animals represented, and the show was decidedly novel.

At Macy's, as usual, a traveling panoramic show unfolded itself along the inside of the great windows. It is certain that all these external displays were good advertisements.

A cutlery store on Broadway had a very neat and appropriate display in the shape of two armies of dolls drawn up in battle array as if for a fight at close range. Each of the dolls held an open penknife and the effect resembled a regiment of soldiers with fixed bayonets.

On Fourteenth street there were no fewer than five "fake" diamond stores all resplendent in electric light and glass! The last opened of these was called "The Transvaal" and seemed to be doing a good business in dollar diamonds. Another one of these stores was named the "Kimberley," and its card made the somewhat humorous announcement—in allusion to existing conditions in South Africa—that they were willing to sell diamonds cheap as they needed food worse!

The Washington Evening Star



WITH pride, perhaps pardonable under the circumstances, The Washington Evening Star desires to direct attention to the remarkable extent to which advertisers are using its columns.

During the month of November The Star printed 1,751.8 columns of advertising, an average of 67.37 columns per day. This average exceeds that of any other newspaper in the world—save one only, the Chicago News, also an afternoon paper.

It is also worth noting that an average daily increase of nearly ten columns is shown over the same month of last year, and that this increase is more than ten times that of any Washington contemporary, whether morning or evening.

Another fact worth stating is that on the days on which it is published The Star prints more advertising than any two of its contemporaries combined, and this notwithstanding the fact that many classes of advertising, rigidly excluded from the Star's columns, find ready access to those of its neighbors.

The proof of the pudding is in the eating thereof.

M. LEE STARKE,

Representative,

Tribune Building, New York.

Boyce Building, Chicago.

F. A. PARTENHEIMER.

The advertisements of the Philadelphia *Record* on the front page of PRINTERS' INK, as well as the cards, novelties and other matter sent out by that newspaper to keep itself before the advertising public, have frequently elicited comment as to their authorship. In a great newspaper like the *Record*, personality is swallowed up in business organization; and it is only by instituting inquiries that



the originator of ideas for which the newspaper gains credit can be discovered. In the case of the Philadelphia publication the author of its clever announcements was Mr. Ferdinand A. Partenheimer, a young man who, on December 1st, became advertising manager of the Purina Mills, St. Louis, Mo., manufacturers of the Ralston Health Foods. One of PRINTERS' INK's friends, who knows Mr. Partenheimer well, furnishes the following interesting details regarding him:

Partenheimer was connected with the Philadelphia *Record* about five years. He comes naturally by his talent. His father was a successful director of publicity in the early fifties, while the son early took to type, ink and papers, and at the age of fourteen was the owner, proprietor and editor of a bright little paper called the *Forest City Spark*, which he published with some measure of success for about five years. He wrote his own articles, made his own engravings, set his own type, and did everything from composing heavy leaders to hustling around for long matured bills. He managed to scrape up capital sufficient to start a fairly sized job office and even while deluged with the cares of the office and newspaper, managed to steal suf-

ficient time to attend the high school, and subsequently Cornell University. He came to Philadelphia in the year '93 and secured a modest position in the business department of the *Record*. One day his advertising talent was accidentally displayed to one of the authorities and from that moment he was intrusted with all the outside advertising that was done to push, boom and circulate the *Record*. He was quick in seizing public events of importance; he devised many ingenious novelties that secured the immediate attention of advertisers; he brought forth clever and attractive conceits. While his work was for years done anonymously, the knowledge of his skill, ability and talent being confined to a few attaches of the office, it was not to be hid from the knowing folks who tried to unearth his identity. It has been accomplished, with the result that Mr. Partenheimer leaves the City of Brotherly Love for a lucrative and responsible position in the West, where his talents will have a wide and open field for complete exercise.

NEWSPAPER CIRCULATION IN COURT.

Because of the libel suit filed by Editor Kohlsaat of the Chicago *Times-Herald* against Editor Hinman of the Chicago *Inter-Ocean*, the truth as to the circulation of the former newspaper is likely to be laid bare. One of the charges of Editor Hinman against Editor Kohlsaat was that he is dishonest in business. On this charge Kohlsaat sued for damages. Editor Hinman then asked an order of court compelling Kohlsaat to submit his books to examination, and the court has granted this order. The order of the court directs that Editor Kohlsaat shall turn over all the books of the *Times-Herald* having any bearing on circulation to Charles W. Wright, the chief circulation examiner of the Advertisers' Guarantee Company (the company which makes monthly examinations of the circulation of the Des Moines *Daily News* and guarantees the same by bond of \$50,000) in order that this expert may report the exact circulation of the paper for the year past. Mr. Hinman says in his application for the order, that the *Times-Herald* claims a circulation of 100,000, whereas it has only 35,000, and the outcome of the investigation will be watched with interest. It may be remarked in passing that the circulation of the *Inter-Ocean*, the *Record* and the *News* of Chicago, are guaranteed by the Advertisers' Guarantee Company. Sooner or later the actual circulation of a newspaper is arrived at. Sworn statements may deceive for a time and loud claims may prevail for a season but the truth will come out. In the newspaper business as in all others honesty is the best policy.—*Des Moines (Ia.) News*, Dec. 13.

It has come to be a settled business principle that advertising and success go hand in hand. The time has passed when a man could establish a business and, little by little, build it up to profitable proportions without the aid of advertising. Competition is too fierce.—*Patent Record*.

The Association of American Advertisers Invited to Make an Investigation in Des Moines.

DES MOINES, Iowa, Dec. 20, 1899.

To the Association of American Advertisers:

GENTLEMEN—I have noted with satisfaction the purpose of your organization to “develop a means of ascertaining the circulation of publications which accept advertising.” If you attain this end you will expose numerous frauds, and render advertising appropriations more productive of results.

I beg leave to call your attention to the results of an investigation made about a year ago by the advertisers of Cleveland into the circulation of the daily papers of that city. I believe that similar states of facts exist in many of our cities, and am confident that such an investigation in Des Moines will reveal like frauds on the advertiser.

The circulations of the Des Moines *Register*, *Leader* and *Capital* as reported in the directories and attested in some cases by affidavits, aggregate about 32,000 copies per day, whereas, I have reason to believe that an investigation will show that these papers combined do not have a paid circulation of 20,000.

In order to bring this matter to an issue I desire to repeat my former offer to contribute one hundred dollars toward paying the expenses of an investigation of the circulation of the daily papers of this city, to be made under your direction and under such rules as you may adopt. I have the authority of another publisher of this city to say that he will add a substantial sum to this amount if the investigation shall cover all the publications of the city which accept advertisements.

The DAILY NEWS makes this offer without attaching any strings to it, and will submit to any kind of an investigation of its own circulation which your wisdom may deem best for ascertaining the truth about all.

Hoping to meet your investigating committee in Des Moines at an early day, I am,

Very truly yours,

JOHN J. HAMILTON,

General Manager Des Moines DAILY NEWS.

WAYS OF THE BILLPOSTER.

Suppose there is a fire at midnight. The billposter arrives on the scene soon after the firemen, and while they subdue the flames he buttonholes the owner of the burning building or the tenants. If the blaze is confined to the storeroom on the ground floor, the billposter talks with the proprietor and usually to some end. An hour after the fire is out, he will be boarding up the show windows, and by the time the city is awake the boards will be covered with gayly colored bills advertising anything from pills to a popular play. Let a shopkeeper move. Before half his goods are gone the billposter will have spotted him and laid his plans. The first night the storeroom is vacant the billposter will put in his appearance and unless a policeman interferes he will decorate its front with a selection of invitations to buy a dozen kinds of patent medicines.

A wagon breaks down late in the evening and the weary driver, unhitching his horses, goes home intending to return in the morning prepared to put it to rights. The billposter, ever on the watch, hastens to his shop and mixes up a new lot of paste, while his assistant lays out a choice assortment of small bills. That night they make the broken-down wagon look like the lion cage of a one-ring circus, and the driver returning in the morning swears when he views the invitations to buy one of Blank's best business suits for \$4. Some night a servant girl, tired out with the day's washing,

forgets to take in the family ash can. Before she is asleep the billposter had sighted the can. Usually he has his paste and bills ready for just such a chance, and it takes him next to no time to decorate the can, changing its appearance so much that the kitchen cat, coming home in the early hours, seeing it, concludes that she has missed her bearings and moves on down the street to be lost.

There is an explosion somewhere in town. The boss billposter hears of it and is off for the scene post haste. Arriving there he makes his way through the crowd and observes in which direction most eyes are pointed. If the persons in the crowd are looking toward a dead wall he is delighted. He hunts up the man who owns it, rents it, or has access to it and makes a bargain with him. Then he hurries up his men and before interest has been lost in the explosion he has a choice selection of bills on the wall.—*N. Y. Evening Sun.*

MANY people are misled by the temporary success of blatant advertisers whose grandiloquent phrases swell the sum of rotten publicity. But in nearly every instance of this kind, where permanent success has been secured, it has come in spite and not by reason of these methods. The history of great advertising successes illustrates the fact that simplicity in expression and display, truthful statement, honesty, combined with good judgment and persistency and backed by a good article, are what win.—*Shoe and Leather Gazette.*

AT THIS OFFICE

No. 10 Spruce St., New York, the Geo. P. Rowell Advertising Agency keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to receive and forward

ADVERTISEMENTS

at the same rate demanded by the publishers and is at all times ready to exhibit copies and quote prices.

CURIO COLLECTIONS AS ADVERTISEMENTS.

One of PRINTERS' INK's correspondents sends the following story of an interesting New York institution, which has made its reputation in ways that are anything but commonplace:

If it be true that any form of publicity that attracts trade is an advertisement, that the more trade it draws the better ad it is, then we shall have to class the two New York cafes familiarly known as "Stewart's," as generous advertisers. One thing is certain: The cost of all the curios and art treasures which these cafes have used as advertisements for many years would far exceed the expenditures for newspaper publicity of any ten purely local concerns in a similar line of business.

Theodore Stewart, the founder of this business, was born in New York in 1838. In 1861 he opened an establishment in John street, near Broadway—the site of the present store. Mr. Stewart decided to advertise his store, giving to each of his customers during the day a potato roasted in hot ashes. It is a matter of history that, in the early sixties, many gentlemen who have since become famous in many walks of life—notably in the world of finance—were regular daily visitors at 4 and 6 John street, where they would get their mug of ale or glass of wine, and have a roasted potato with a pinch of salt as a savory adjunct.

Mr. Stewart's chief aim was to surround himself with the better class of customers. He sought the patronage of the refined and cultured rather than the working classes, hence he resolved on fitting out his establishment in an artistic style. A lover of art, and a natural born collector of the quaint and curious, he had soon embellished his John street house with rare and valuable paintings, and curiosities from many lands. He secured the original table at which Henry Clay and Daniel Webster used to sit and smoke their "Churchwarden" pipes, or drink ale and discuss the questions of the day. This table came from

the old Shanghai Hotel, which stood where the big Western Union Building now is. It is still on exhibition in the basement of the John street establishment.

In the middle of April, 1876, Mr. Stewart opened his store at No. 8 Warren street, after decorating it sumptuously and embellishing its walls with rare pictures. He aimed at making it the most beautiful saloon in America, and its fame soon spread, not only over this country, but to the leading capitals and clubs of Europe, where it was often spoken of as one of the sights of New York.

The Warren street house became a rendezvous for the literary and political lights of the city, just as the John street house was for the great bankers and brokers. The fame of the grand paintings was carried into the best homes of New York, and, in response to many requests, Mr. Stewart set apart the hours of from nine to eleven in the mornings as special ladies' hours, so as to give the fair sex an opportunity to inspect his art exhibition. It is a common thing, even to-day, to see several carriages lined up at the top of Warren street, between those hours, with footmen waiting while the ladies conclude their inspection.

But the exhibition is not confined to pictures alone. Everything that is quaint and curious and rare attracted Mr. Stewart's attention, and he seldom let the cost interfere with the purchase if he wanted any addition to his museum. A rare curiosity which is only shown by the manager at Warren street upon request, is a silver snuff box for which Mr. Stewart paid \$500 in Switzerland. By touching a small spring, the lid flies open and out comes a diminutive mechanical bird, which trills away like a live canary, the motion of the throat and beak being peculiarly natural. It sings very sweetly for about a minute, when the bird suddenly drops, and the lid of the box closes automatically. It is claimed that there is no duplicate of this curiosity in the world, and the management would not take \$2,000 for it.

Rare historical documents are

also among the curios shown at both of the Stewart stores. The smallest check ever issued by the United States Government—made payable to Wm. Lanahan, of Baltimore, and directing the pay-

nugget in the world is another curiosity of the Warren street store, and, indeed, there are curiosities by the score.

Mr. Stewart died in August, 1887, and left the business to two



Copyright 1888.

AFTER THE HUNT. BY WILLIAM M. HARNETT.

ment of one cent—is there on exhibition, as is also the last pay check sent to Admiral Dewey from the government prior to his arrival in New York harbor last September. The biggest silver

of the gentlemen who had assisted him most in his career—Mr. George H. A. Kohler and Mr. Eugene Hauck. And that brings me to what is undoubtedly the biggest of the Stewart advertise-

ments—his treatment of his employees. In the winter of 1876 he inaugurated a plan for the rewarding of his employees and from that time his plan has been faithfully carried out every Christmas. His idea was to let all the employees of both stores share the gross receipts of the two establishments on the day before Christmas—every cent that was received over the counters on that day being divided among them according to position and years of service. An approximate idea of what this means may be gathered from the fact that, while the gross receipts for Christmas eve, 1876, were \$1,183.99, last Christmas eve they exceeded \$17,000 and the lowest individual share of this sum approximated three hundred dollars! This in itself has been a very valuable advertisement for the place. It is a unique and a generous idea, and many of the regular patrons of both houses are glad to be able to increase their purchases upon that day, so as to "give the boys a boost."

The only use that the house of Theodore Stewart makes of printers' ink in the way of publicity is to issue an elaborate descriptive booklet, with half-tone reproductions of some of the leading pictures, besides some photographic views of the interiors and a general history of the house. The booklet is well printed on good paper, but it is not given away indiscriminately. It can be had upon request, although the management are not anxious for it to influence any but the best class of trade.

It's the advertiser who isn't satisfied with his first success that is the eventual winner.—*Profitable Advertising.*

MANY an advertisement which apparently does not sell a dollar's worth of goods may do many a dollar's worth of good, for it brings the customers nearer and nearer to the establishment, and the next advertisement may bring them in. "The last stroke makes the horseshoe;" the others were merely preparatory. — Benjamin Wood.

THE SATURDAY EVENING POST

Is spending money like water for the best obtainable matter, and caters to the best people.

Its liberal advertising methods will put its circulation figures beyond any other weekly magazine in a comparatively short time. No particular attention has been paid to getting advertising patronage.

The advertiser who takes advantage of the present price—one dollar per line—not only gets in on the ground floor, but secures a position impossible to get in other publications. Every reader *must* see his advertisement.

"The advertisement in the Post reading 'new novels' has been a great success and we have heard from all parts of the country from it."—Manager Publishing Department, Drexel Biddle, Book Publisher, Philadelphia.

An advertisement of books, offered by Leary, Ninth Street, Philadelphia, brought 165 replies the first week in THE SATURDAY EVENING POST.

THE CURTIS PUBLISHING CO.
PHILADELPHIA

HOW A COUNTY FAIR IS ADVERTISED.

By Lewis Garrison.

Three hundred dollars is the amount of money usually spent in advertising a county fair. There are at least six different kinds or styles of hangers and posters used, all printed in two colors. Large lithographing houses, like the Russell-Morgan Company, of Cincinnati, for instance, print thousands of all kinds of hangers and posters for different fairs and the only part changed is the wording for each fair.

One-sheet illustrated posters advertising bicycle races will cost \$5 per hundred, and one hundred are generally used by a county fair. Floral illustrated posters cost the same, as also the other features of the fair that are generally pictured. About two hundred cloth streamers are used in an ordinary fair advertising campaign and they cost \$6 per hundred. Mammoth posters of three sheets cost \$7.50 per fifty when illustrated, and fifty is the number used. Hangers cost \$6.50 per hundred; fence stringers \$5 per five hundred, and handbills in two colors cost \$2.50 per 1,000. Cloth streamers are manufactured from the cheapest kind of material and are pinned to awnings, tacked to walls where the ordinary poster would not be allowed, and generally is more desirable for outside advertising purposes than paper on account of its lasting qualities. Fence stringers are of paper, the size varying from 6 to 8 inches wide, and 2½ to 3 feet long. They simply give the name of the county fair in large type, the place of holding same and the dates.

The advertising work begins four or five weeks before the event, and three weeks are consumed in the job. Three rigs are brought into use and with the advertising matter depart for different sections of the county. All along the country roads the fence stringers are pasted on the nicely white-washed board fences of the farmers and when a barn is reached that is handy to the road it is covered from top to bottom and

from end to end with posters, illustrating the features of the fair, three-sheet posters telling of the merits of the enterprise in cold type, hangers, then some of the fence stringers and on top of all the cloth streamers are tacked. If rough weather should prevail and the poster advertising become torn and unreadable, the cloth would still be intact. Farmers are not paid anything for this advertising privilege granted. The railway stations are treated in about the same manner as the barns, only here the cloth streamers and handbills come in use to greater advantage. Bundles of the handbills are tied up in the waiting rooms and cloth streamers are also tacked up.

All through the county the newspapers are used, for it is true that all farmers do not subscribe to county papers. Nine or ten newspapers are used in surrounding towns. Space of three inches across the top of the local page is used for four weeks before fair time and the cost averages less than one dollar per paper per week. An abundance of free reading notices is published by the editors.

Paying honest premiums is the best advertisement for a fair. Honest premiums bring good stock and good stock draws a good attendance. Fifteen thousand people per day, at 25 cents each, for four days, is not a bad investment for \$300 worth of advertising.

IDAHO DAILIES.

The only daily paper in Idaho credited in the American Newspaper Directory for 1899, December issue, with an average output of exceeding 1,000 copies, is the Boise City *Idaho Statesman*. Its publisher has asserted its smallest issue in 1895 to have been 1,425 copies, and in 1896, 1,352 copies. No such definite statement as would enable the editor of the Directory to quote its circulation in exact figures was forthcoming for 1897 or 1898, but a detailed report for a full year ending with March, 1899, entitled it to be credited with an average issue of 2,689 copies.

THE NEWSPAPERS' INFLUENCE.

The following paragraphs, read by Mr. Arthur Reed Kimball before the American Social Science Association at Saratoga, give an indication of how influential the newspaper has become, and they may therefore be of interest to advertisers:

It is a commonplace observation that the newspaper point of view and the newspaper forms of expression, its colloquialism and slang, are coming to be adopted more and more universally. Even if we regard the newspaper as simply the reflection of the age, the fact that it is read by almost everybody every day must accelerate the tendency and exercise an important influence in working unnoticed changes in modes of expression and forms of intercourse. The pulpit, the bar, the magazine, even the literary lecture, are conforming more or less unconsciously to the standards of journalism.

This is especially significant in the case of popular lectures on literature. They are often so much afraid of being conventional and formal, they are so anxious to say the smart and clever thing, they are so well aware that some strong or daring expression will "stick," that many of them resort to the same tricks, even of slang, that find so conspicuous a place in the newspaper. For my own part, I shall never forget a certain lecture on John Ruskin, delivered by a professor of English literature in one of our universities, a man of the highest standing as a student, also a man with whose work in the magazines and with some of whose books all are familiar. He thought that he owed a great debt to Ruskin for influence in the right direction at a critical time in his own career. He acknowledged Ruskin's assistance, and paid his tribute in simple, natural language whose force all felt. Becoming more and more impassioned, he closed with this truly unique exhortation, "Tie up to John! Tie up to John!" His case is by no means singular.

Perhaps the most interesting illustration of this invasion is the

changed attitude of the magazine toward the newspaper. Once it was the ambition of the newspaper to be rated as high as the magazine. Now it is often apparently the aim of the magazine to be edited like the newspaper. Take an example from mechanical devices. What in newspaper parlance are called "subheads"—that is, short descriptive heads placed over paragraphs in a long article at regular intervals to catch the eye and fix the attention—are coming to be used in leading magazines, notably the *Century*. But this applies not only to style of treatment, but to the editorial selection of articles. There are numerous magazines published to-day which are only monthly newspapers. There are others in which the journalistic standard of editing has almost complete control, although there is occasional relief in the appearance of something that is not journalistic. But even the magazines which retain their old prestige have not escaped the journalistic tendency. After our little conflict with Spain, for example, the spirit of war, as Mr. Howells said, seemed to "obsess" our periodical literature.

The time when the newspaper prided itself on being a magazine dates back about twenty years ago, when so conservative a paper as the New York *Tribune* began the regular publication of a Sunday edition. Indeed, it will be remembered that the Sunday editions of the metropolitan newspapers used to justify themselves for alleged Sabbath-breaking by the character of the special articles which they printed, articles that were often literary, sometimes written by men of acknowledged standing in the world of letters, and dealing for the most part with matters of serious significance or of more than trivial interest. Some magazines of prominence made a bold and open bid for popular support by avowedly adopting a newspaper policy in editing. This was true of the *North American Review* under the late Allen Thorndike Rice. A good example of the change is to be found in the dispute on the truth of Christianity, in which Mr. Rice set the late

Jeremiah S. Black of Pennsylvania, an able lawyer who was Buchanan's Attorney-General but who had never been supposed to be an authority on religious controversy, to answer Col. Robert G. Ingersoll. His success led other publications to follow his lead, perhaps one may claim, so far as they dared. It used to be said then that John L. Sullivan could have appeared at any time as a magazine contributor on "What I Know About Prize-Fighting," had he not been too prosperous in those days to care for a little matter like literary fame.

To test the extent to which the journalistic method has invaded magazine editing, I have made an analysis of *Harper's* as it was twenty-five years ago—just before the Sunday newspaper with its magazine features obtained its present vogue—with *Harper's* as it is to-day. I made a similar analysis of the old *Scribner's*—which, it will be remembered, is the parent of both the *Century Magazine* and the modern *Scribner's*. I took both *Harper's* and *Scribner's* for the year 1872-73, as being a year that was fairly representative, and chose the year 1897 for the same reason. I went through these magazines carefully, selecting more than half the articles, including those which seemed adapted for purposes of classification, but leaving out the poems, the departments and the minor articles. I divided these selected articles into articles of travel; scientific (including sociological), artistic or literary; short stories and journalistic articles.

In the case of *Harper's*, 1872-73, I found that 38 per cent of the selected articles were travel articles; 34 per cent scientific, literary, etc., 20 per cent short stories, and 2 per cent journalistic. Coming to *Harper's* in the year 1897, I found that 6 per cent of the selected articles were travel articles, a falling off of 32 per cent; 40 per cent were scientific, literary, etc., a gain of 6 per cent—principally in scientific articles; 40 per cent short stories, a gain of 20 per cent, and 10 per cent journalistic, a gain of 8 per cent.

In *Scribner's* for 1872 I found that 29 per cent of the selected articles were travel articles; 32 per cent scientific, literary, etc.; 25 per cent short stories, and 10 per cent journalistic. Making comparison with the *Century*, I found that 15 per cent of the volume for 1897 were travel articles, a loss of 14 per cent; 40 per cent were scientific and literary, a gain of 8 per cent, mostly in literary articles; 23 per cent only were short stories, a loss of 2 per cent, and 20 per cent were journalistic, a gain of 9 per cent. Comparing *Scribner's* of 1872 with *Scribner's* of 1897, I found that 7½ per cent were travel articles, a loss of about 22 per cent; 33 per cent were literary and scientific, a gain of 1 per cent, in this case, too, mostly in literary articles; 23 per cent only were short stories, a gain of 10 per cent and 20 per cent were journalistic, a gain of 9 per cent.

Speaking broadly, then, of the modern representative magazine as compared with the representative magazine of twenty-five years ago, the noteworthy changes are the disappearance of the travel article, the gain in short stories, but especially the gain in journalistic articles. It is somewhat difficult to define a "journalistic article," but the definition chosen is that which I fancy Mr. Howells would give, an article which he has called "contemporanic." In other words, by this is meant an article chosen and treated because it is of immediate contemporaneous interest rather than because it is of interest in itself; that is, the sort of article that is printed in a newspaper for purposes of general reading. For an example, one may instance in *Harper's* Richard Harding Davis' account of Mr. McKinley's inauguration; in *Scribner's*, the series on "How Great Businesses are Conducted," and in the *Century*, "Notes of Tennessee and Its Centennial," or the late Ambassador Bayard's tribute to Queen Victoria.

Perhaps after all the most significant thing about the invasion of the magazine by the journalistic method is not the actual extent thus shown to which that invasion has already gone, but rather its in-

dication of what will be the extent in the future. The invasion of the Spanish war was indeed overwhelming, but it receded. The receding wave, however, will never go back to the point from which it started, and the next wave, developed out of some new subject of general interest, will carry the tendency to a still further mark of permanency. Editing in current publications is all in the direction of the newspaper standard.

CURRENT ADVERTISING CALENDARS.

Swift & Co., Chicago. A lithographed cut-out calendar made to stand as an easel if desired, with pictures of four pretty female faces representing the seasons; three months beneath each picture. Sent for ten cents, one metal cap from Jar Swift's Beef Extract, ten Wool Soap wrappers, or twenty-five Swift's Pride Laundry Soap wrappers. The United States Rubber Co., New York. Printed in eleven colors and gold

embossed, size 11x16 inches. In three panels, first showing a girl in winter attire and rubbers. With sleigh in hand she stands in front of the door of her home waiting for the snow then falling to cover the street. In the middle panel appear boy and girl in summer attire on a country road, the girl pouring water upon a pair of kittens in a rubber, illustrating the protection rubbers afford during sudden summer rains. The third panel portrays a country road in autumn, a little girl hurrying home because of rainfall, carrying her pet dog, because, as she exclaims, "Jackies has got no rubbers." The calendar is made to stand or hang. On the back appear several extracts and proverbs from leading American papers, treating on the value and use of rubbers. A space has been reserved for the announcement of the dealer. The name or trade-mark of the United States Rubber Co. does not appear. Sent to any one, not a dealer in rubbers, for four cents in stamps. 50,000 have already been distributed.

TO A GREAT EXTENT.

The value of a medium is determined by its advertising rates.—Profitable Advertising.



*I am so used to take your hair for sunlight
That—like as when the eye stares in the
sun's disk.*

*One sees, long after, a red blot on all things;
So, when I quit thy beams, my dazzled vision
Sees upon everything a golden stain im-
printed. CYRANO DE BERGERAC.*



The beautiful Roxane, who thus dazzled the vision of the discriminating and critical Cyrano, has her counterpart in the hundreds of smart, stylish women you see every day, who must win distinction and notice wherever they go by reason of the beauty of their hair—some with early morning hair like spun gold fashioned by fairy fingers, some with noontide tints of Titian glory; others with rich sunset tresses, in which the warm bronze shades glint and glimmer, and all with only one thing to thank for the great glory of their hair, and that the

IMPERIAL HAIR REGENERATOR.

There is no form of hair degeneration that this scientific, harmless preparation will not correct. No matter how GRAY or BLEACHED your hair may be, IMPERIAL HAIR REGENERATOR will restore it to the soft, wavy, silky, lustrous condition, and to the natural, beautiful color of youthful blood.

IMPERIAL HAIR REGENERATOR is made in every one of nature's separate, distinct, individual shades, and is just as good for the beard and eyebrows as it is for the hair.

Applied at our parlors by skilled attendants. Privacy assured patrons. Sample of your hair colored and returned free.

IMPERIAL HAIR REGENERATOR PARLORS,

Formerly, 202 Fifth Avenue. 22 West 23d Street,

A CORRESPONDENT SENDS THIS ADVERTISEMENT TO "PRINTERS' INK," WITH THE STATEMENT THAT IT APPEARED IN A RECENT ISSUE OF THE NEW YORK "PRESS" ON THE PAGE WITH THE THEATRICAL CRITICISMS AND NOTES, BEING THE ONLY AD ON THAT PAGE, AND THAT HE REGARDS ITS POSITION AS HAVING BEEN PECULIARLY APPROPRIATE, ESPECIALLY AS MANSFIELD'S CYRANO WAS NOTICED ON THE PAGE.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi.*, 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Birmingham (Ala.) *News* (3).—The *News* has a larger daily circulation in Jefferson County alone by 386 than the whole circulation of the *Age-Herald* any day of the week, except Sunday.

CALIFORNIA.

Visalia (Cal.) *Delta* (3).—The *Delta* has the largest circulation of any newspaper in Tulare County, yet you have to pay only one cent a line for advertisements in the "Liner" department.

GEORGIA.

Atlanta (Ga.) *Journal* (1).—Is not only the Gate City of the South, being the natural gateway through which the products of the West find entrance into the rich States of the Cotton Belt, but it is the distributing point for Eastern products as well. It was totally destroyed by fire in November, 1864, only three hundred houses remaining. All of the business portion was totally consumed. It has now 125,000 inhabitants, and magnificent business blocks, and office buildings from ten to fifteen stories high, and a busy, thrifty population composes its people. The *Atlanta Journal* goes into practically every home in the city. The great majority of Atlanta advertisers use the *Journal* because it completely covers the field. One extensive advertiser made an investigation for himself, and found that the *Journal* went into every house in the street which he investigated, without one solitary exception. And in addition to covering the city of Atlanta so completely, it goes out into the adjacent territory for a radius of two hundred miles on the twenty-four trains leaving the city every afternoon and night. Advertisers in all parts of the country pronounce it incomparably the best advertising medium in the South, and its almost universal patronage by the local advertisers proves the high esteem in which it is held at home. As will be seen from an announcement on another page of this leaflet, it requires two of Hoe's mammoth perfecting printing machines to print its daily edition.

ILLINOIS.

Chicago (Ill.) *Farmer's Review* (3).—Is the only agricultural newspaper in the United States that has a regular

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

organized corps of 1,000 crop correspondents. Its reputation is national. Its management is clean in editorials, advertisements, and in its business intercourse with its patrons. Thorough honesty in every department has sustained for it a reputation which is worthy of every advertiser's first and best consideration.

Decatur (Ill.) *Review* (1).—The *Review* has always believed that the best evidence it could furnish advertisers of what it could do for them in the way of circulation was to establish past performance, rather than to make pie crust promises, and that it has acted on this belief is borne out by the fact that the *Review* has been for many years the only Decatur paper that has made public detailed statements of circulation. The statement for 1898 showed a daily average of 3,338; for the first six months of 1899, 3,394. The *Review* has for a long time been by all odds the best (though the highest priced) advertising proposition in Decatur.

Oak Park (Ill.) *Star* (2).—*Harper's Round Table* has been discontinued, and the entire subscription list sold to the *Star* of Oak Park, Illinois. The *Star's* subscription list strengthened by the *Round Table* subscribers will make a solid circulation for the *Star* of considerably over 100,000 copies per issue. The *Star* is in its sixth year. It has gained steadily and has built up an elegant clientele and created a worthy name among advertisers.

Quincy (Ill.) *Farmer's Call* (3).—Was established in 1880, and for the past sixteen years has been published and edited by the present publishers and editors. It has 46,000 paid-up subscribers, nearly all in Illinois, Iowa, and Missouri. It is a sixteen-page weekly, and is published for the remarkably low price of fifty cents a year. It recently put in a linotype, new perfecting press and folder and paster, in order to handle promptly its increasing editions. To an unusual degree it has the confidence of its subscribers.

INDIANA.

Indianapolis (Ind.) *Indian Farmer* (3).—Was established in 1845, and is, therefore, fifty-four years old. During this time leading advertisers have used its columns, and have expressed their appreciation of its advantages as a medium. Its field is Indiana and adjoining States which it covers thoroughly.

Indianapolis (Ind.) *News* (1).—Has double the circulation of all the other Indianapolis dailies combined, four-fifths of which is delivered by carriers to the homes of subscribers, and it reaches more homes in proportion to

population than any paper published in the entire West. It not only thoroughly covers Indianapolis, but has a larger circulation in the majority of the cities and towns of Indiana than that of the local papers. This paper occupies a unique position in that you can cover Indianapolis and almost the entire State of Indiana with its use alone. The *News* has carried for several years four or five times as much local advertising as all of its competitors, and it is evident that the local merchants would not continue to use the *News* almost exclusively, year after year, unless their advertising in it was profitable. Nine merchants out of ten in Indianapolis will say unhesitatingly that the *News* pays.

KENTUCKY.

Louisville (Ky.) *Courier-Journal* (1).—Is a medium of tremendous power—far-reaching, commanding and creating in its influence and effect. No other like it. Double the circulation of any morning paper in Kentucky. The *Weekly Courier-Journal*, for sixty years the great family favorite and welcome visitor to thousands of Southern homes. Circulation extends to every State and Territory.

Louisville (Ky.) *Times* (1).—The great afternoon leader of the South. Admittedly the largest circulation of any daily newspaper in the whole South. Average entire year 1898, 33,405.

MINNESOTA.

Minneapolis (Minn.) *Journal* (2).—Has the largest subscription list of any daily published in Minnesota. It carried more advertising than any other daily published in Minneapolis by 50 per cent, and more than any other paper published in Minnesota—daily and Sunday issues combined. Its cash receipts from classified advertising exceed those of any other daily published in Minnesota by 25 per cent.

MISSOURI.

Kansas City (Mo.) *Weekly Journal* (1).—The territory covered is that of the rich States of Kansas, Missouri, Iowa, Nebraska, Arkansas and Texas; also Oklahoma and the Indian Territory. Its subscribers are the prosperous, and well-to-do farmers and stockmen, and it goes directly into their homes. The *Weekly Journal* reaches the best class of farmers of any weekly in the West. It is an eight and ten-page paper, carefully edited and containing all the news of the week condensed, besides full market reports and well-selected miscellany. The *Weekly Journal* has every subscriber claimed, and accepts advertising under a guarantee of 65,000 and over full and complete copies being printed, circulated and paid for each week. The circulation is borne out by the results that advertisers get. The rate is 10c. an agate line, with 25 per cent added for full position, and 12½ per cent added for next to reading matter. This rate only guaranteed on contracts made before January 1, 1900. After that the rate will be increased.

St. Joseph (Mo.) *News* (1).—Is the only daily paper in St. Joseph that gives a sworn circulation statement. It is published every evening, except Sunday. Its average daily circulation for the first nine months of 1899 was

16,237, about double that of the three other daily papers. This circulation is about evenly divided between the city and over 500 adjacent towns.

St. Louis (Mo.) *Post-Dispatch* (1).—Carries more business on the six secular days than the two morning papers combined, and has double the circulation of either in the city of St. Louis. Also sold and circulated in 1,800 towns outside of St. Louis. The Sunday has 120,000 circulation, or 30,000 more than the next highest. Far and away ahead of all comers both in quantity and quality.

NEBRASKA.

Lincoln (Nebr.) *German American Farmer* (3).—It will surprise many readers of **PRINTERS' INK** to learn that the *German-American Farmer* has a larger paid circulation than any other weekly agricultural publication in the United States, either English or German. The Press Publishing Company, which publishes the *German-American Farmer* and the *Lincoln Freie Presse*, has just now purchased a Hoe quadruple press, with a capacity of 48,000 eight-page papers per hour, which will also print, fold, cut open and stitch magazines from eight to forty-eight pages. Its circulation extends into every State, and it is safe to say that its readers will number over 100,000 before the winter season closes.

NEW YORK.

Brooklyn (N. Y.) *Eagle* (2).—Is not a paper that is carelessly read and thrown aside. It goes into the homes of Brooklyn, where its columns are read around the family circle. No objectionable advertisements of any nature are admitted to its columns. It is the exponent of everything clean and refined in modern journalism—a paper that commands the respect and attention of the entire household.

New York (N. Y.) *American Agriculturist* (1).—For over fifty years the *American Agriculturist* has been known as the leading farm paper of the whole world. It occupies that position today and its record as a profitable advertising medium has never been equaled. Our long suit is circulation, and good circulation at that. Circulation that brings results. The guaranteed circulation of the *American Agriculturist* is 72,000 copies weekly, all in the Middle and Southern States, and we have yet to learn of a publisher of a weekly farm paper who can prove by a sworn statement over his own signature that he has one-half as much circulation in these States.

New York (N. Y.) *Broadway Magazine* (2).—The *Broadway Magazine* is giving astonishing results to mail order advertisers. In May, 1899, we carried barely three pages of cash advertising. Before the end of 1900 we were publishing twenty-five pages. Most of this increase is in mail order advertising. We must, therefore, give good value for our gross rate of \$75.00 a page on 100,000 circulation.

Troy (N. Y.) *Budget* (3).—Is the best medium in Northern and Eastern New York and Western Vermont and Massachusetts, as it covers a field reached by no other single paper. It is the largest paper in the city and county and is read by all classes and by thousands who read no other paper.

WILLINGHAM & CO.

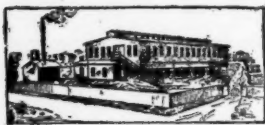
FURNISH EVERYTHING TO COMPLETE A HOUSE

We also furnish timbers for
GAB SCALERS. Mr. John A. Hays
says of our business furnished the
New Saddy Coal Co.:

"They are the best
ever saw."

The U. S. Leather Co., who
never buy anything but the
best has been furnished by us
with similar sticks of these timbers;
also American Pipe &
Foundry Co., Richmond Cotton
Oil Co., Chattanooga Furman
Co., and hundreds of others.

We are prepared to furnish
whatever you need. Some sharp-
sightedness the poorest and then want
the best furnishes them. Such



Willingham & Co.'s New Lumber Mill.

Just as deep like a hot potato.
But if you will secure to what you
want we can furnish it.

Among our specialties are

SASH,	SHAYERS BOLDS,
SCANS,	ING,
BLINDS,	FRAMES PORTS,
SHAKERS,	SHOULDERS,
DOOR FRAMES,	WINDOW FRAMES,
GILLES,	FINISHES,
FLOORING,	SHOULDERS,
SHOULDERS,	INSIDE FINISHES,

And we in our neighboring towns needing
timber men will do work to suit or
correspond with us.

WILLINGHAM & CO.

Corner Boyce Street
and Montgomery Avenue.

TELEPHONE 808 for Information
and Estimates.



This cut represents a pine
tree as it stood in a forest
of South Georgia. Its length
from base to first limb was
75 feet. This tree, with sev-
eral others similar to it, was
cut and shipped here by us
to be used in building Govern-
ment boats. Capt. Perry, the
veteran boat builder, says:
"These are the finest tim-
bers ever shipped to this
market."



The lumber for this house was furnished
by Willingham & Co.



The material for the above house was fur-
nished by the other fellow.

WILLINGHAM & CO.

Corner Boyce Street
and Montgomery Avenue.

TELEPHONE 808 for Information
and Estimates.

Office of
"THE CHATTANOOGA NEWS,"
CHATTANOOGA, Tenn., Dec. 12, 1899.
Editor of PRINTERS' INK:
We beg to call your attention to the

BALTIMORE APPRECIATION.

Office of
THE LITTLE JOE WISENFELD Co.,
Sporting Goods.
BALTIMORE, Dec. 16, 1899.

Editor of PRINTERS' INK:

Inclosed find \$5.00 for renewal of
subscription to your valuable adver-
tising medium. There are so many
good points in your paper that we can-
not afford to miss one copy.

Yours very truly,
THE LITTLE JOE WISENFELD Co.

THE inquiry that is not followed
might just as well not have been ob-
tained.

inclosed ad from our issue of the
2d, which we consider one of the best
lumber advertisements we have ever
seen. Very truly, etc.,

NEWS PUBLISHING Co.,
J. B. Pound, Pres.

IN ADVERTISING.

The man who tells what he has to sell,
why it is good, and just how and why he is able
to make low prices, is the man who is going to
get the business.—*Tobacco Leaf.*

Dig down to the roots of the matter. Dig
down to the best points of the goods. Dig down
for the best expression of these points. Dig
down and study every side of advertising while
you are about it.—*Dry Goods Chronicle.*

The era of big display lines is fast giving
way to an era of pictures. The object of a dis-
play line is to make the ad prominent and at-
tractive. Both of these things are better se-
cured by the use of a handsome picture.—*National Printer-Journalist.*

SOME BOOKLETS.

Under this heading will be reviewed from time to time such booklets as are believed to possess qualities or characteristics which make them of interest to other advertisers. While advertising matter for attention under this heading is solicited, the right to decide whether or not it shall be reviewed is of course reserved.

The Bausch & Lomb Optical Co., Rochester, N. Y., issues a $3\frac{1}{2} \times 6$ inch booklet of 24 pages and cover, treating on "Bausch & Lomb-Zeiss Stereo Binoculars," claimed to be the only field and opera glasses enabling the user to see objects over the heads of taller persons and without changing focus of glass, and at the same time to give a vastly greater stereoscopic effect. The booklet is well written. The illustrations showing, side by side, in one picture, the field covered by an ordinary Binocular and in the other that covered by the Stereo Binocular are interesting and convincing. To illustrate: The claim is made that by the aid of the ordinary Binocular the eye can detect but two out of a number of yachts, whereas, by the Stereo Binocular seven yachts are in view. The booklet is a fine specimen; the cover is of a light green printed in dark green and red.

The Globe-Wernicke Co., of Cincinnati, O., have issued a booklet, the back cover of which is twice the size of the inside pages, the additional length being made into a private mailing card, which is so perforated that it may easily be detached and used. The front cover is large enough to allow it to flap over and make of it a mailing envelope. On it appear lines for the name and address, and by affixing a one-cent stamp, and without inclosing in an envelope, it is ready for mailing. Size, 3×6 inches.

"Chicago," a $3\frac{1}{4} \times 6$ inch, 28 page and cover pamphlet, issued by John A. Campbell, the real estate man of Chicago, sets forth the reasons for investing in Chicago real estate, and claims that "the value of land is based on population; the price is subject to the demand. Population and value move together always; price movement may be checked or even go backward." It is convincingly written.

"Fine Leathers for Clever Fingers," a 16-page and cover booklet, size $4\frac{1}{2} \times 6$ inches, by the Fine Leather Company, of Chicago, describes the sorts of fine leather made and the usages to which they may be put and indicates that they may be had of the company by the square foot or by the skin. Printed in black on a heavy-weight half-tone stock, a shade of tan having been used for the illustrations, bringing them out rather conspicuously.

The Stallman Dresser Trunk, which is a combination of dresser and trunk, is described and illustrated in a 24-page booklet, printed on natural super-calendered paper, in three colors—purple, red and black—and is issued by F. A. Stallman of Columbus, O.

The "Head Clerk" of the Keith Credit Register Company, Mansfield, O., dedicates to the dealers in sugar and salt in a booklet of 32 pages and

cover, size $3\frac{1}{2} \times 6\frac{1}{2}$ inches, bearing the title "Sense and Non-sense," a number of illustrated poems (?), by which, evidently, he endeavors to make clear the benefits to be derived by adopting the Keith system of accounting. The cover design is printed in dark blue upon a lavender cover.

Young Men's Christian Association of Dubuque, Iowa, issues a 12-page and cover booklet, size $3\frac{1}{2} \times 7\frac{1}{4}$ inches, called "Facts for Ambitious Men," explaining purposes, etc., of the Association and requirements for membership. Pen and ink drawings of the various sections are scattered throughout the booklet. These are printed in green ink, the letter-press in black, producing a striking contrast. Cover is of light green stock; on three of the cover pages and on two inside pages appear ads of several of Dubuque's merchants.

The Banning Advertising Co., St. Paul, Minnesota, issues a brochure of 16 pages and cover, size $7\frac{1}{2} \times 5\frac{1}{4}$ inches. On the ecru colored cover the entrance of the building in which they occupy offices is reproduced. The arch of the entrance and the "A Modern Advertising Agency: Banning Advertising Co., St. Paul, Minn., Established 1887," is embossed. The firm name, etc., is printed in gold, the entrance in brick-red, and whatever there is visible of the interior in an eminence purple, set off by a white, producing the natural effect to the marble steps and pillars. Ten views showing several departments, are reproduced. The brochure is stitched together with a silk cord, and the cover is protected by a waterproof covering.

By means of a 12-page booklet, size $3\frac{1}{2} \times 6\frac{1}{4}$ inches, named "The Cordwainers Problem," the Barnes-Crosby Co., of Chicago and St. Louis, solicit the custom of the manufacturer, jobber and retailer of shoes for their various shoe illustrations. The process by which each individual illustration was made and the paper on which it will print best, is explained underneath every cut shown.

C. H. Hamby, jeweler, Philadelphia, issues a booklet of 12 pages and cover, size $6\frac{1}{2} \times 4\frac{1}{4}$ inches. The cover, in pale green, bears the business card of Mr. Hamby, which is printed in black, excepting the words "Diamonds, Jewelry, Silver Novelties, etc.," which are embossed and printed in gold. Apparently too light a weight paper has been used, the printing of one page showing through the other.

The latest catalogue of Lambert Bros., jewelers, New York, consists of 72 pages and cover, size 7×10 inches. The cover design, printed in blue on a white cover stock, consists of an arch, each block of which is mortised out

with the date of a year, from 1877 to 1900 inclusive. The foundation stones are "Truth" and "Quality," and the towering stone "Result." Under this arch appears the Lambert Bros.' building guarded by "Justice."

The "Price List" of H. H. Lee, grocer, Indianapolis, Ind., consists of 20 pages and cover, size $3\frac{1}{2} \times 6$ inches. The cover, of a flesh-tinted stock, is printed in red, the inside pages being "set off" by a plain border, printed in red. A hole is perforated through the upper left-hand corner of the "Price List," through this a fancy cord is tied so that the recipient may hang it up.

The Dr. Chase Co., Philadelphia, describe the symptoms that their various preparations will cure in a booklet of 16 pages and cover, size $3\frac{1}{2} \times 6$ inches. The color of the cover is olive green, and the title of the booklet, "The Great Food Cure for Paralysis and Locomotor Ataxia."

Although at first sight the booklet advertising Hotel Green, Pasadena, California, appears to be of vest pocket size, it is merely so folded, in reality being double or a booklet $5\frac{1}{2}$ inches square. On both sides of the fictitious cover appear the same thing—a young woman in golf attire, and this catch-line: "Where I can play golf every day in the year." The picture of the woman appears white on a green background, and the catch-line in red, the combination producing a pleasing contrast. When this fictitious cover is opened up appears what is usually the front cover page. On this, in green and red, and white for a background, the business card of the hotel is printed, plain and yet artistic. The pages that follow are devoted to the description of hotel and the city where located, the

Hotel Green golf links and what it costs to be a member. Then follow sixteen illustrations showing hotel and grounds set aside for golf players.

P. & F. Corbin, of New Britain, Ct., have described and amply illustrated "The Corbin Door Check and Spring," and given the prices for the sizes and finishes in which it is made, in a booklet of 20 pages and cover, measuring $5\frac{1}{2} \times 6\frac{3}{4}$ inches. Great stress in describing it is laid upon the fact that such modern "sky-scrapers" as the Park Row Building of New York, and the United Gas Improvement Co.'s Building of Philadelphia, have been furnished throughout with Corbin Door Checks and Springs. Good quality half-tone stock has been used for the inside and the printing is excellent. The cover is dark green, on which the three colors—gold, red and black—have been employed so as to show to advantage every part of the Corbin Check and Spring, making an eye-attracting cover.

The "Green Book"—the catalogue of the Nevius Co., jewelers, New York, consists of 124 pages and cover, size $6 \times 9\frac{1}{2}$ inches. It contains numerous "Suggestions for Presents, Christmas, 1899," and "Wedding and Anniversary Gifts for 1900." The color of the cover is grass green, and on this, in gold, an attractive design has been embossed. The inside consists of three different stocks of paper, each fitted for the different kind of illustrations used. Illustrations and printing are above average. The introductory talk and other headings have all been ably handled. There are two indexes. One of them is as indexes usually are; the other is called a "Price Index." By it one can find instantly every article in the book sold at a given price.



Air enclosed in tiny cells
of Woven Wool retain-
ing the heat of the body
with a luxuriousness of feeling
gratifying to the most sensitive
skin: That's
**Wright's
Health Underwear**
Illustrated Catalogue
Sent on request.

Wright's Health Underwear Co.  Wright's Health Underwear 78 Franklin St. New York

A BARGAIN AD.

Office of
 "THE KANSAS CITY JOURNAL."
 KANSAS CITY, MO., Dec. 11, 1899.
 Editor of PRINTERS' INK:
 How is this for a bargain ad? It

OUR GREAT HOLIDAY SALE

-OF-
UMBRELLAS.

\$5 Umbrellas for\$5
 \$4 Umbrellas for\$4
 \$3 Umbrellas for\$3
 \$2 Umbrellas for\$2
 \$1 Umbrellas for\$1

We carry the best Umbrellas on earth
 for both men and women.

CLARK THE HATTER
 906 Main Street.

was run in the *Journal* Sunday, Dec.
 3, 1899. Respectfully,

R. R. WHITMAN,
 Advt. Manager.

DID ANYBODY EVER SEE A
COPY OF THE "AGENTS'
ADVOCATE?"

Office of
 "THE AGENTS' ADVOCATE,"
 RACINE, WIS., Dec. 18, 1899.

Editor of PRINTERS' INK:

Referring to Shaver, Blake & Co.'s letter in current issue of PRINTERS' INK, we naturally wonder why, instead of referring these people to letter brokers, you did not advise them to use the *Agents' Advocate*. This publication has a circulation of 50,000 copies each issue, and not less than 90 per cent of these are either parties actually engaged in canvassing or who have indicated their desire to enter this business within the past few months. Furthermore, we accept contracts from any responsible advertising agency with the understanding that payment is conditional upon our furnishing satisfactory proof of every claim made herein, circulation included. We are the only agents' paper in existence that is in a position to make and substantiate these claims.

Yours truly, AGENTS' ADVOCATE.

Buy the kind of advertising on which you can make a profit, no matter what it costs.

EPIDEMIC OF WRITING.

A gentleman connected with the office management of one of the most successful of the current magazines, in the course of conversation mentioned some interesting things discernible behind the scenes in the publishing business. "During the last twelve months," he said, "there has been an extraordinary increase in the number of manuscripts received by the magazines. You will hear it talked about in every office in New York. It seems as if the whole nation had simply gone daft on the subject of scribbling. Where we received a hundred contributions a year ago, we are now getting at least a thousand, and all the big magazines have been forced to double their staffs of readers and correspondence clerks. A large percentage of the articles submitted have some bearing on the recent war and are written by members of the volunteers. They include a little of everything—stories, sketches, poems, personal reminiscences and historical sketches, and we have been obliged to get out a circular letter stating that we would not undertake to even examine any more war matter. The average writer doesn't realize that a great monthly publication must be run on strictly business principles. We estimate that it costs us almost sixty cents to put a manuscript of, say, 2,500 words, through the hand of the first reader. It is handled by three clerks before it gets to him, and the first reading is merely to determine whether it is worth any further attention. If the verdict is favorable, it is carefully examined by a special staff, who read it in rotation and submit a written report, an operation that costs considerable money. To give that amount of attention to even a tenth of the stuff that pours in on us would bankrupt any house in the country. Yet raw amateurs are constantly complaining because every word of their manuscript is not read. Often they purposely transpose the last few pages, and, when they go back undisturbed, they write us sarcastic letters. As a rule, the first paragraph decides the fate of a contribution."—*Albany (N. Y.) Times*.

A NEWSPAPER has a valuable ware for sale—space. The value of that space depends upon its extent, or, to put it more accurately, the extent of its presentation to people who can read. If a newspaper asserts that it has forty or fifty thousand of daily circulation when it has 25 or 50 per cent less, it tells a serious falsehood to the purchaser of its ware. That this is self-evident is shown by the fact that advertising rates are based on circulation and that to secure a large registry, many papers will go to an expense far greater than the money obtained from the added subscriptions would justify.—*Minneapolis (Minn.) Times*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A ALL-ROUND Printer desires position. References. A. J. WARD, Armstrong, Iowa.

DAILY or weekly wanting outside or inside man, address "WORK," Printers' Ink.

WANTED—A dozen customers who are willing to pay for advertisement construction \$100 per year. MISS WOODLE, 4 Wall St., New York. Phone 3001 Cortlandt.

HALF-TONES (quality guaranteed). one col. \$1; 1/2 doz. \$5. Two col. \$2; 1/2 doz. \$10. Larger, 10c. per square inch. Send good photos. **BUCHER ENGRAVING CO.**, Columbus, O.

FERNALD'S NEWSPAPER MEN'S EXCHANGE searches out competent editors, reporters and adv'g men, and recommends them to publishers; no charge to employers; registration free. 15 Cedar St., Springfield, Mass.

\$1 WILL buy a pair of gold eyeglasses or spectacles to suit your eyes. It's our special price and are retailed everywhere at \$5. We can suit any eye. Send \$1 and we will mail to your address a pair to suit you. **CHICAGO OPTICAL CO.**, Buffalo, N. Y.

COMPETENT newspaper man wants place on daily in small city. Fifteen years' experience as editor, reporter, solicitor and general factotum. Sober; knows how to get up early in the morning; and don't watch clock while at work. Address "G. I.," **Printers' Ink.**

DEPARTMENT store advertising manager, at present employed, wishes to change. Bright, active man, with ten years' experience East, South and West. Correspondence solicited. Specimens of work sent if you write on your office paper. Address "F. S. S.," **care Printers' Ink.**

ORDERS for 5-line advertisements 4 weeks \$10. in 100 Illinois newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. This price includes **PRINTERS' INK** for one year.

ADDRESSES AND ADDRESSING.

12,000 MAIL order addresses in Georgia for \$5. B. F. HOLDER, Forsyth, Ga.

MAILING MACHINES.

PAN-AMERICAN, Matchless Mailer, pat. Jul. '99. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

SIGN ADVERTISING.

SIGNS that sell goods. The kind we make. Samples free. **RONEMOUS & CO.**, Balto., Md.

HALF-TONES.

PERFECT copper half-tones, 1-col. \$1; larger, 10c. per in. **ARC ENGRAVING CO.**, Youngstown, Ohio.

POSITION WANTED.

POSITION wanted as business manager by a newspaper man of long and varied experience. Address "MANAGER," **care Printers' Ink.**

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD. 19 Spruce St., New York. Special prices to cash buyers.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper L' advertising, wanted and to let. What have you or what kind do you wish to hire of us? **THE MEN OF LETTERS ASS'N**, 553 Greenwich St., N. Y.

CIRCULAR ADVERTISING.

SPECIAL lists of manufacturers, jobbers, retailers, owners, societies, clubs, etc., furnished by **BOYD'S CITY DISPATCH**, Beekman St., New York.

DISTRIBUTORS OF ADVERTISING SIGNS.

YOUR advertising signs and other matter placed or distributed in all cities and towns of the United States and Canada. Write to us about it. **DAVID S. SHEARMAN & CO.**, 136 Liberty St., New York.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the **AMERICAN NEWSPAPER DIRECTORY**, issued December 1, 1900. Price, five dollars. Sent free on receipt of price. **GEO. F. ROWELL & CO.**, 10 Spruce St., New York.

BUSINESS OPPORTUNITIES.

NEW business, profitable, permanent, for bright advertising man (or woman) in any live city. Attracts both merchants and the public. Now in successful operation. Address (with stamp) the originator, A. M. LOOP, 908 Sixth St., San Diego, Cal.

ILLUSTRATORS AND ILLUSTRATIONS.

DESIGNS and illustrations. E. H. PFEIFFER, 230 Broadway, New York.

H. SENIOR & CO., Wood Engravers, 108 Spruce St., New York. Service good and prompt.

HALF-TONE; zinc etchings; let us make you the lowest quotations; quality, promptness; inducements for publishers, advertisers. **ART ENGRAVING CO.**, Washington, D. C.

PLANS.

HOW to double your subscription list. How to increase your advertising space 35 per cent. Price \$1 each. Will send you one or both the above plans on receipt of price named, agreeing to refund money if they will not add largely to your profits each month. It applies more especially for country papers, but can be used for other papers. Address S. B. KIRKLEY, 303 E. High St., Jefferson City, Mo. Reference **Tribune**, Jefferson City, Mo.

BOOKS.

JUST published—**NUGGETS**—A mine of rich advertising treasures—by the author of "Helps Over Rough Places." Thousands of Snappy Headlines, Latchy Phrases, Bright Sayings, Holiday Headlines, Selling Arguments, etc.; adapted to every line of business; one of the brightest works ever published in the interest of the merchant and advertiser; it will save you time and worry; in fact, make advertising a pleasure to you and profit to your business. Price, \$1.00 per volume. Address E. J. SALT, Adv. Mgr. F. & R. Lazarus & Co., Columbus, Ohio.

ADVERTISING NOVELTIES.

NOVELTY calendars. **CHICAGO ENVELOPE CLASP CO.**, Buchanan, Mich.

ENTIRELY new line for 1900 now ready. Orders for fall delivery should be placed at once. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, lines will be inserted under this head once for one dollar.

TRICYCLE WAGONS for merchants. A delivery wagon that's quick. Can be changed to advertising anything exclusive or used for adv. and delivery. A boy can run it. Lettered to suit. Price \$40. **ROADSTER CYCLE SHOPS**, Camden, N. J.

NEWSPAPER BARGAINS.

A BIG money making daily and weekly in Idaho. \$5,000—\$2,500 or more cash. Owner has enough \$3 and wishes to retire. \$4,000—larger part cash—buys a Republican daily and weekly in Indiana. Good business. \$1,000 buys one-half interest in daily and weekly newspaper in Illinois. Splendid business. Will sell all for \$2,000. Owner prefers a reliable partner.

\$2,000 buys a monthly poultry journal making over \$1,000 a year. Good property for a job printer or publisher of other papers.

\$1,750 buys a good weekly property in Oregon—\$700 or more down.

Great chance in Oregon for a man with \$4,000 or more.

Dailies and weeklies in 33 States. Send for my special list. Any reliable properties for sale, "David" knows about them.

C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties, 23 years' experience.

FOR SALE.

NEWSPAPER and job outfit for sale. Small plant. A. J. WARD, Armstrong, Iowa.

OLDEST and best paying weekly in Central New York. Bargain. "A. A." Printers' Ink.

FOR SALE—Daily and weekly newspaper and job plant in thriving New England town. Will be sold on easy terms. Address "KASY TERMS," care Printers' Ink.

SEND for list rebuilt job and cylinder presses. These machines taken in part exchange for our high-grade presses. To be closed out cheaply. GOLDING & CO., 30 W. Jackson St., Chicago.

FOR SALE—Printed mailing list of registered voters of Des Moines (1899). About 13,000 in all. Can be run off on newspaper mailer in one day—\$30. T. M. BANSFIELD, Des Moines, Ia.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 9c. line. Circ'n 4,500. Close 24th. Sample free.

GENERAL INFORMATION, E. Binghamton, N. Y., 10c. line; circ'n 5,000; close 24; sample free.

MAIL-ORDER JOURNAL, Chicago, Ill.; 6,000 monthly; rate, 30c. a line; sample copy, 5c.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

NICKELL MAGAZINE ad rates, 30c. a line; 50¢ page; 5, 10 and 20 per cent dis. on 5, 6 and 12 mo. orders; see lowest magazine rate. Figure it out yourself.

THE ROCHESTER COURIER is a live weekly, printing 1,700 papers each week, in a busy manufacturing town of 9,000. COURIER PUBLISHING CO., Rochester, New Hampshire.

HARDWARE DEALERS' MAGAZINE.

Exceeds 10,000 every issue. Three hundred regular advertisers. DANIEL T. MALETT, Publisher.

Broadway and Murray St., New York City.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

ADVERTISEMENT CONSTRUCTORS.

CHAS. H. FRYER—A "Resultful" name.

ABLE to interest you. FRED GOLDSMITH WALKER, Salem, Mass.

4 RETAIL ads, \$1; new customers. AD BUREAU, Box A, Farmington, Maine.

A. B. MERRITT, writer and printer of advertising, Grand Rapids, Michigan.

CHAS. H. FRYER, Resultful Advertising, 54 and 642 Ellicott Square, Buffalo, N. Y.

1 AD and 1 line drawing; send facts and \$1. C. WEST, 918 Madison St., Brooklyn, N. Y.

MEDICAL and Mail Order ARTHUR E. SWETT, 23 Hamilton Avenue, Chicago.

1 PROFITABLE ad matter written. Write CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

THE only writer of exclusively medical and drug advertising. Advice on samples free. ULYSSES G. MANNING, South Bend, Ind.

I AM prepared to write for those who appreciate how essential well written advertisements and booklets are to the promotion of business. GEORGE HENRY SMITH, Box 2816, New York.

JOHN A. MCCANN is very generally recognized as one of the most convincing writers of advertising, booklets, circulars, etc., that Philadelphia—the home of good advertising—contains. Strawbridge & Clothier, Prof. James M. Munyon, Syndicate Publishing Co., each representing a distinct field of large advertising, will endorse this statement—newspapers, too. He is now in the general field and wants business. Not cheap, but good. Address P. O. Box 794, Phila.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

I HAVE a proposition to make to a few advertisers which I am sure would prove profitable to those who accept it. The service I offer is "different"—and no advertiser can get it at all unless I am sure I can make it "resultful" to him as well as to myself. I not only write, illustrate, and, if desired, print advertisements and supplemental literature, but I help advertisers in planning the most effective campaign at the least cost and in practicing true economy. Some of the most successful advertisers in the country are among my clients.

I am anxious to send a series of samples of my work with my compliments to any advertiser anywhere who writes for them on his letter head. There might be some ideas in them for you. CHAS. H. FRYER, 540 & 642 Ellicott Square, Buffalo, N. Y.

Of course every user of the

Classified Advertising

IN PRINTERS' INK

doesn't get orders every week. But when you consider that \$52 will pay for a 4-line advertisement one year—52 times—it becomes apparent that even a single order may give a profit large enough to pay for the year's advertising, while the chances for multiplying that single order several times appear to be more than good.

The great advantages of the classified advertising of PRINTERS' INK are:

FIRST.—It is cheap.

SECOND.—The constant advertising makes you so well known that when the want occurs the readers of PRINTERS' INK know who is the man and where the goods can be obtained.

THIRD.—The readers of PRINTERS' INK being advertisers, they are as a rule, profitable patrons and buy liberally.

Address orders to

PRINTERS' INK,

10 SPRUCE STREET, NEW YORK.



Wichita...

Has
Forty-Seven

Wholesale Houses

Representing
the Various Leading
Jobbing interests

IT is the Leading Commercial City be-
tween the Missouri River and the
Rocky Mountains and Galveston.

Covers the
dred and
Southwest

There
ing Coun
money po

The S.

The Rookery, C



...THE WICHITA EAGLE

covers the same field that Wichita's one hundred and thirty traveling men cover in the Southwest.

THEIR INTERESTS ARE IDENTICAL...

There is no Agricultural and Stock Raising Country more prosperous and has more money per capita than the EAGLE'S field.

R. P. MURDOCK, Business Manager.

Wm. S. C. Beckwith Special Agency,

Rocky, Chicago.

..SOLE AGENTS..

Tribune Building, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

EST. Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

EST. Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

EST. Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

EST. If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 35 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, DEC. 27, 1899.

A LITTLE notoriety now and then is relished by the wisest men.

DURING the month of November the Washington (D. C.) *Evening Star* printed 1,751.8 columns of advertising, an average of 67.37 columns per day. This average exceeds that of any other newspaper in the world—save one only, the *Chicago News*, also an afternoon paper.

ON page 10 of its issue of December 13th the Little Schoolmaster reproduced a postal card sent out by *Wallace's Farmer*, of Des Moines, Ia., and said that "if Mark Twain had written it the Little Schoolmaster might know how to take it, but as it is"—Now *Wallace's Farmer* writes as follows:

Dear PRINTERS' INK: Our competitors are having the same trouble.
WALLACE'S FARMER.

Occasional Papers Mainly for Advertisers is the name of a periodical issued by F. E. Coe, 27 Bouverie street, London, E. C., with no price or definite plan of issue, which aims to show how an advertising agent may aid advertisers. The matter is well written and puts emphasis upon the claim that the best agent is not he who secures the lowest rates, but the agent who conducts the entire campaign in a manner to secure results commensurate with the money and effort expended.

THE edition of PRINTERS' INK for the issue of Dec. 20th was 22,650 copies.

WHEN Mr. Harlan P. Hubbard was asked where he got the figures for the Thompson Red Book he looked mysterious and simply enunciated: "Thompson."

DOUBLE the amount of publishers' advertising appeared in the *Commercial Advertiser* during the first ten months of 1899 than in the same period of 1898.—*New York Commercial Advertiser*, Dec. 18, 1899.

If every New Yorker knew what a refined, readable and really excellent paper the *Commercial Advertiser* is its press facilities would be insufficient to supply the demand. It is not surprising that the demand upon its advertising space is growing.

Baby's Record is a little brochure in dainty white cover with its title in blue, which calls itself "a brief chronicle of the important events and happenings in our baby's life," published by the Wood-Allen Publishing Company of Ann Arbor, Mich. There is a place in which the little one's photograph may be inserted, a line for its name, one for its father's name, another for its mother's, one for its place of birth, and the last for the date of first photograph. On each left-hand page there is a poem appropriate to the event to be recorded on the opposite page; one page is left for "description of the day on which baby was born;" a second, to weight at given ages; a third, to baby's gifts and names of givers; a fourth to baby's first smile and baby's first teeth; a fifth to baby's first outing; a sixth to baptism certificate; a seventh, to baby's first Christmas; an eighth to baby's first birthday; a ninth, to baby's first creeping; a tenth, to date of walking; an eleventh, to first words; a twelfth, to first day at school; and the rest of the book to blank pages for "baby's wise sayings and doings; special incidents of interest." The publishers sell the booklet to the public at half a dollar, but it would make a pretty advertising novelty for the manufacturer of a baby food or other article where mothers as such must be appealed to.

PRINTERS' INK is in receipt of a letter from the Page-Davis school in Chicago, in which exception is taken to a statement made in the November 29th issue of this paper to the effect that it is a question "whether a careful reading of PRINTERS' INK, week by week, would not give as much aid at much less cost" as a course in the Page-Davis correspondence school of advertising. The parts of Mr. Page's letter which are decipherable (much of it seems hopelessly botched) are as follows:

Every student enters our school under our personal instruction. We first determine his style of handling the English language, the extent of his vocabulary, and the knowledge he has of rhetoric, grammar, etc. This is done by a series of essay and business sentence writing. We take for our subject advertising. The student is supposed to look up all information from the different advertising journals, cull from them the most important points, and write what he thinks the future possibility will be for the progress of advertising. Upon this foundation we build our criticisms. We then teach the student type, proof-reading, engraving, illustrating (we mean by illustrating the proper use of the different processes, such as crayon, pencil, pen and ink and wash drawings, half-tones, zinc etchings, etc.). We also take up the subject of outdoor publicity, such as billboards, window signs, cards, street car signs, etc. Then we follow the value of circulations—the different mediums such as newspapers, daily and weekly, magazines, monthly and weekly, informing the student of the different classes, and the proportionate value relating to rates. We do not believe that general criticism will do much good in advertisement writing. Every man must work out his own salvation. While it is true, we believe PRINTERS' INK to be a valuable aid to any aspirant, yet we do not think that it will suffice for a course of instruction that is necessary to manage an advertising appropriation. We advised our students to subscribe for your paper, which many have done, and also speak to them of the advantage of reading up everything that they can get hold of on the subject. I would like to know why you cannot speak more definitely upon this subject of our being able to teach by correspondence, the art of advertisement writing, just as it is being done in illustrating bookkeeping, stenography, engineering, penmanship, electricity, journalism and law. We are willing to furnish you any proofs and all matter that will be of benefit, and bear on this subject.

All of which is interesting enough, but does not dispose of the fact that the Page-Davis people regard every one who applies as good material out of which to

manufacture advertising managers, when all who know anything of the art know that the principal desideratum in an advertising man is to possess a natural skill and ability in this direction, rather than to burden his memory with facts which his printer and engraver will supply whenever needed. To those who possess this natural ability, the tuition of the Chicago school will no doubt be beneficial; to others every cent so expended is a cent wasted.

ADVERTISE most where the most business is to be had.

In the booklet which it has just issued, the Chas. F. Jones Company, World Building, New York, says:

The worst enemy that modern advertising has, is that solicitor, publisher or agent who tries to make the public believe that advertising is a bonanza, no matter how or where it is done. Advertising is one of the serious problems of business, and must be given as much care and as much thought as any other part of business. The agent that represents advertising to be a gold field, where a man can walk along and pick up money, may secure an occasional contract that he would not otherwise get, but he very seldom renews these contracts, and he does an injury to the whole advertising world.

THAT QUAKER OATS CARD.

NEW YORK, Dec. 14, 1899.

Editor of PRINTERS' INK:

The street car card entitled "Quaker Oats Brings Pleasant Dreams," which you reproduce in miniature in your issue of Dec. 13, page 20, is certainly quite dainty and noticeable, but the idea of the dream seems rather misleading. To dream of all those big bowls of streaming porridge coming out of the misty background would seem to be the result of an overloaded stomach or impaired digestion, and more like an advanced stage of a first-class nightmare than a pleasant dream. Is there any reason to suppose that this card would not be just as effective with the alleged "pleasant dream" part left out entirely? Yours very truly,

HERBERT MILDNUM.

The foregoing letter indicates, perhaps as well as anything else could, how differently advertising matter may affect different persons. The fact, however, that Mr. Mildrum has given so much thought to the card in question, appears to be a point in favor of the card, for its object was to produce thought and elicit comment.—[EDITOR PRINTERS' INK.]

SOME BOOKS ON ADVERTISING.

CHARLESTON, Ill., Dec. 8, 1899.

Editor of PRINTERS' INK:

A recent issue of PRINTERS' INK contained a statement that it was your intention shortly to publish a list of books that have been published upon the subject of advertising, though we have failed, as yet, to see your statement fulfilled and beg to inquire if a request from an humble and comparatively unknown subscriber to your journal, that you either publish this list or furnish same by private mail, would be considered out of order?

Yours truly, A. F. ALVEY.

PRINTERS' INK has no list of books which have been published on the subject of advertising, but suggests the following volumes as the nucleus of such a list. Readers are invited to send the names of such additions as they believe should be included, giving adequate descriptions, or if possible, sending a copy of the publication, which will be returned where a request to that effect is made:

"Points on Advertising." Advice in small paragraphs on advertising. Published by W. M. Reed, Morris, Ill. \$1.

"Helps Over Rough Places." \$1. Practically a book of catch phrases. Published by E. J. Salt, care F. R. Lazarus & Co., Columbus, Ohio.

"Good Advertising." Articles on advertising various businesses. Published by C. A. Bates, New York, at \$5.

"Short Talks on Advertising." Short epigrammatic talks on advertising. Published by C. A. Bates, New York, at 50 cents and \$1.

"Fowler's Publicity," written by N. C. Fowler, Jr., Boston. Price \$15. Now being sold for \$7.50 by Harper Illustrating Syndicate, Columbus, O. Probably the best, certainly the most encyclopedic, volume on the subject.

"The Afro-American Press and Its Editors," published by Wiley & Co., Springfield, Mass., 1891. Price unknown.

"American Journalism." Being interviews with American publishers on the value of their publications to advertisers. By Addison Archer. Published by C. A. Bates, New York. \$5.

"Bicycle Advertising," written and published by G. H. E. Hawkins, care *The Advertising Man*, New York. \$1.

"The Mail Order Business," published by Sam E. Whitmire, 150 Nassau street, New York, at \$2.

"Store Rules and Hints on Advertising." Published by Sam E. Whitmire, 150 Nassau street, N. Y. \$1.

"America's Advertisers." Published in 1893 by National Advertising Company, 87 Nassau street, New York, at \$5. Giving a list of general advertisers, telling "who they are, what they are, how they have developed, and what they are doing at the present time," and also a list of local advertisers, in this case only names being given. Now out of print, although pub-

lishers still have a few copies on hand, any one of which will be sold for \$5.

"History of Advertising," by Henry Sampson. Published by Chatto & Windus, Piccadilly, London. May be obtained in New York at about \$2.

"The Preparation of Advertisements." Published by Geo. P. Rowell & Co., 10 Spruce street, New York, at 50 cents. Now out of print. Articles republished from PRINTERS' INK.

"Fifty Advertisements for Hardware Merchants." Published by C. M. Doxsee, Algona, Iowa. Price unknown.

"One Thousand Catch Phrases and Ideas." Published by the *Advertising World*, Columbus, O. Price, 50 cents.

"History of Sign Boards," by Larwood & Hotten. Published by Chatto & Windus, Piccadilly, London. Price unknown. P. 1's copy cost \$1.

"Publicity for Printers." Written by Musgrove (E. St. Elmo Lewis). Published by Enterprise Printing Company, Winchester, Va. Price unknown.

"Danger Signals." Being reprinted articles from PRINTERS' INK. Now out of print. Were 50 cents each and published by Geo. P. Rowell & Co., N. Y.

"Hudson's History of Journalism." Published by Harper & Brothers, New York. Price \$5.

A HARD ROW TO HOE.

Office of

"APPEAL TO REASON."

The Socialist Paper of America.

GIRARD, Kans., Dec. 10, 1899.

Editor of PRINTERS' INK:

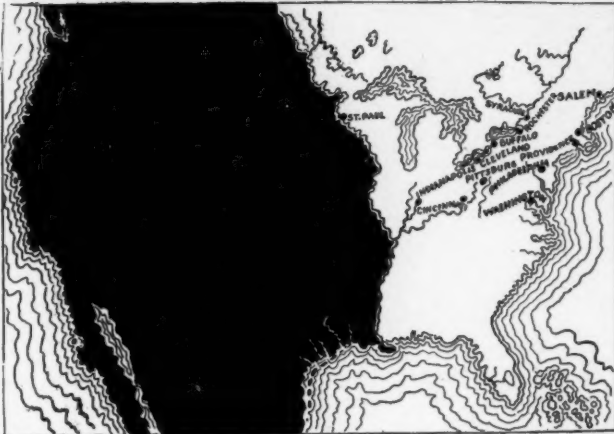
I am printing 75,000 paid for copies weekly. I have been publishing the paper over four years and have never taken an advertisement, but as I receive only 20 cents a year for nearly every copy, I must either sell a column of space or raise the club rate at which 95 per cent of all the subscriptions come in, because of the raise in price of paper. At present rate of increase I will have 100,000 circulation by February. What should the space be worth, with the stipulation that not a line over one column would be taken at any price? I propose to furnish each advertiser with a fac-simile copy of the postal receipts for two or three months back so that he will see for himself just what he is buying, like the one I inclose, which was a special issue, but every copy was paid for, and as there were no ads in that paper you will see that it was not for any boom purpose.

I shall reserve the right to reject any ad if its character is in the least questionable. May I hear from you?

Respectfully, J. A. WAYLAND.

The best and cheapest way is to tell the facts in the advertising pages of PRINTERS' INK; but you will not find it easy to sell your space. Weeklies are superannuated anyway and advertisers fight mighty shy of papers devoted to isms. An *Appeal to Reason* must be an *ism*.—[Ed. P. I.]

GIVING reasons is an integral part of advertising.



THE THIRD SUGAR BOWL.

Office of
"THE BOSTON POST,"
BOSTON, Mass., Dec. 14, 1899.

Editor of PRINTERS' INK:

Your Sugar Bowl contest to determine what newspaper east of the Mississippi River, exclusive of Chicago and New York, gives an advertiser best service for the price charged, seems to need a little enlivening. The *Boston Sunday Post*, with its distinctive field and large and growing circulation, might have a good show for the Sugar Bowl, but for the fact that the *Boston Post* (daily), with the same run of paper rate, has a larger circulation. If you offered two sugar bowls, we might compete for both but, as you offer only one, we will enter the *Boston Post* (daily) in the contest.

First, as to quantity of circulation. Herewith is an affidavit taken by our press foreman, circulation superintendent, business manager and publisher, showing the average daily circulation of the *Boston Post* during the month of November, 1899, to have been 136,165 copies per day.

SWORN STATEMENT SHOWING CIRCULATION OF THE BOSTON POST, DAY BY DAY, FOR NOVEMBER, 1899.

Wednesday, Nov. 1, 1899	131,940
Thursday .. " 2, "	132,810
Friday .. " 3, "	133,380
Saturday .. " 4, "	185,580
Monday .. " 6, "	132,340
Tuesday .. " 7, "	132,540
Wednesday .. " 8, "	154,250
Thursday .. " 9, "	134,020
Friday .. " 10, "	134,720
Saturday .. " 11, "	135,060
Monday .. " 13, "	134,900
Tuesday .. " 14, "	133,210
Wednesday .. " 15, "	131,780
Thursday .. " 16, "	141,450
Friday .. " 17, "	133,580
Saturday .. " 18, "	133,560

Monday .. " 20, "	134,850
Tuesday .. " 21, "	132,750
Wednesday .. " 22, "	132,190
Thursday .. " 23, "	132,880
Friday .. " 24, "	131,730
Saturday .. " 25, "	132,150
Monday .. " 27, "	132,340
Tuesday .. " 28, "	130,160
Wednesday .. " 29, "	131,450
Thursday .. " 30, "	134,690

Week days ... 26 3,540,310

Average per day, 136,165.

This is to certify that the above statement represents the actual bona fide circulation of the *Boston Post* day by day during the month of November, 1899. It includes no coupon sales, nor "scheme" sales, nor special editions for canvassing or sample purposes; but is confined to the real legitimate circulation of complete copies of the *Boston Post*.

T. B. CORRIE,
Foreman of Press Room.
CHAS. F. McLAUGHLIN,
Supt. Mail and Delivery.
W. A. GROZIER,
Business Manager.
E. A. GROZIER,
Editor and Publisher.

State of Massachusetts, County of Suffolk, ss.:

BOSTON, Mass., Dec. 11, 1899.

Personally appeared the above named, T. B. Corrie, foreman of press room; Chas. F. McLaughlin, supt. mail and delivery; W. A. Grozier, business manager; E. A. Grozier, editor and publisher, and severally made oath that the foregoing statement made by them is true to the best of their knowledge and belief.

Subscribed and sworn to before me this 11th day of Dec., 1899.

GEORGE E. KIMBALL,

Justice of the Peace.

Second, as to character of circulation. Suppose at first we analyze the circulation of the *Boston Post* for that day in November closest to the average

circulation for the month; that is, Saturday, November 11, when the circulation was 135,060. We used on that day 26,069 pounds, or thirteen tons of white paper. The sales to newsboys on that day at the office of the *Post* were 10,596 copies, considerably under ten per cent of the total for the day. The Hotel and Railroad News Company, which supplies some eight hundred newsdealers in Boston and immediate vicinity took that day 62,788 *Posts*, every copy upon orders. The "agents," which classification in our circulation records includes most of the railroad station news agents in Boston, many Boston hotels, some newsdealers in the more remote sections of Boston, many suburban newsdealers and all the country newsdealers, purchased that day 55,065 *Posts*—all ordered, except one hundred copies sent as "extras." The balance of 6,611 copies includes subscribers by mail, carrier delivery (which is small, as there is no regular newspaper carrier system in Boston), exchanges, free copies, etc.

The Boston *Post* is one of the oldest papers in the country. It was established in 1831. It has always been highly respectable and influential. Its influence has enormously expanded with its growing popularity. It has repeatedly won on important local issues against the combined opposition of the other Boston newspapers. Its motto for eight years has been, "With a Mission and Without a Muzzle." It has lived up to that motto, and perhaps that is the best explanation of its phenomenal circulation in Eastern Massachusetts.

The Boston *Post* now, and for a long time past, has led any of its morning or evening contemporaries in sales in any and all parts of the city and vicinity, whether rich, middle class or poor sections. It has a wonderfully concentrated circulation, surpassed in but few, if any, cities of the country. The total number of dwelling houses in Boston is 62,850. More than that number of *Posts* are sold in Boston every morning. Its sales in Boston and vicinity are regularly nearly twice as large as all of its morning contemporaries combined, and about equal to all of its evening contemporaries combined. Much the same circulation situation prevails in the populous nearby communities contributory to Boston. The *Post's* total morning sales are from thirty thousand (30,000) to forty thousand (40,000) in excess of any morning contemporary in New England, and far in excess of any evening contemporary. There are in Boston three newspapers with morning and evening editions. The Boston *Post's* total morning circulation regularly exceeds by fully 25,000 copies per day, the combined circulation of the morning and evening editions of any contemporary, with one exception. Through the growth of the *Post*, Boston has become distinctively a morning newspaper city, its total consumption of morning newspapers exceeding that of the evening papers by about 25,000 newspapers per day.

The Boston *Post* prints all the decent news of the day; but rigorously excludes all dirt and scandal. For many years it has regularly published several

departments of special interest to women, and has aimed to become, and has become the favorite after breakfast paper in scores of thousands of homes, reaching the ladies at the time of their greatest leisure in the twenty-four hours, just after the children have gone to school and the man of the house has gone to business, and just before their shopping hour.

The Boston *Post* consists of eight to ten pages, and sometimes twelve to sixteen pages. It aims to be compact and concise, and enlarges its size only on occasion of unusual news or pressure of advertising, the latter, however, being of frequent occurrence in the busy seasons.

The Boston *Post's* mechanical plant is one of the largest and best in the country. Its presses are all of Hoe's best make, consisting of one sextuple, two triple and one double, equivalent to fourteen Hoe single presses, and guaranteed by the makers to produce 168,000 eight-page papers per hour, and larger papers in proportion. The Boston *Post* has by far the largest assortment of advertising type and borders in New England, and is not surpassed in this respect by any paper in New York. It has the largest equipment of newspaper stereotype machinery in Boston. It is the only Boston newspaper that can print its entire edition in two colors, if necessary. It is the only Boston newspaper having a complete equipment for double or elephant page work. This special equipment alone cost \$10,000. Its entire plant is operated by electricity, and it has spread into three buildings on the busiest part of Washington street, Boston.

So much for the paper and its equipment. It seems hardly necessary to point out the fact that Boston with its immediate suburbs is really a city of 1,000,000 population, that there are 3,000,000 people within easy reach, and that the field of the Boston newspaper is one of the very best in the entire country for the general advertiser. Many say from experience that it is the best field.

Now for the Boston *Post's* advertising. The *Post* is the morning leader in local display advertising, which fact constitutes the verdict of the class of advertisers best qualified to judge. Several times a week in the busy season, about six o'clock, the *Post* is forced to put up a notice that its limit of advertising space has been exceeded, and that no more advertisements for the next day can be taken. This notice is not a "bluff," but means what it says and is adhered to.

The Boston *Post's* advertising rates vary from one-half a cent a word for situations wanted, to thirty cents per line for first page display business, and \$1.50 per line for first page pure readers. But its want advertisements are printed at a dead loss (their news value being considered) and are taken only on the distinct condition that they may be omitted entirely whenever necessary, and they are omitted in busy seasons two or three times per week, and the insertions afterwards made up. There may be other newspapers in the country that take want ads upon this condition, but we do not know of any. The want advertisements being regarded as in a

sense news, they are treated as news, being omitted when news of greater importance demands the space.

Despite the phenomenal growth of the *Boston Post* in all respects, it has not for ten years made any change in its card rate for "run of paper," which was and is up to date 12½ cents per agate line, with commission of 15 per cent to recognized agents. The time is not far distant when this rate will have to be increased, but it is the rate at present, and is rigidly adhered to. No extra charges are made for cuts and broken columns. No discount is allowed for time or space. Twenty-five per cent extra is charged for position on single insertions; but this extra charge is waived in consideration of a contract. This waiver is the only special inducement offered to general advertisers for a contract, but it is an important one.

Therefore, the *Boston Post* offers the general advertisers an average of 136,165 copies per day—upon contracts, run of paper, as to page, big or little, with position, insertions as often or seldom as he pleases, with or without cuts or broken column rules, copy changed as often as desired, electros or composition—for 12½ cents per line. This, decimally expressed to five points, is per line per thousand, .00091 cents.

Our experience indicates that this is what the general advertiser wants, and we submit that, in order to establish a better claim to your Sugar Bowl, other newspapers should present a better proposition, not only as to comparative circulation and basic rate, but stating the actual rate for which they give the equally important advantages of position, optional changing of copy, varied space and insertions, etc.

The *Salem News*, whose claim for your Sugar Bowl appeared in a recent issue, is an excellent one-cent afternoon newspaper, and well deserves the success it has attained. But the advertising rate, which the publisher, Mr. Damon, quotes in his letter, affords no fair basis for comparison with any *Boston* daily newspaper. The *Salem News'* rate referred to is \$30 for a one-inch advertisement for every day (312 times) for one year, run of paper, with no position, and with the supposition that copy is not to be changed daily, unless electros are furnished. There is no call upon *Boston* newspapers for a similar rate, as advertisers do not do business with the *Boston* newspapers upon this every-day fixed space basis.

This rate is the lowest of the *Salem News'* rates. It is merely the basic rate. It is figured by Mr. Damon to be 1-17th of a cent per line per M, which, decimally expressed, would be per line per M, .000588 cents.

The lowest rate in the *Boston Post* is the situation wanted rate, ⅓ cent per word, seven words to the column, or in decimals it is per line per M, .000257 cents, which is less than one-half the *Salem News'* lowest rate.

The *Boston Post's* rate for other "wants" is one cent per word, seven words to the line, or in decimals it is per line per M, .000514 cents, which is still lower than the *Salem News'* rate.

The *Salem News'* own "want" rates are over eight times the *Boston Post's* want rates per line per M.

But we do not think that either of the above comparisons is the correct one to make: The great majority of general advertisers, according to our experience, want to advertise one or two or three times per week, and very properly insist for advertisements of reasonable size upon position top column, next reading, or broken column next reading, and most of them change copy with each advertisement, and frequently change the size of their advertisements. The provision in the *Salem News'* schedule which seems to best meet these representative cases is the following, quoted from the *Salem News'* rate card: "On contracts of not less than 500 inches, to be used in one year, with new copy each time, run in position top column, next reading or first following and next to reading matter, set in news matter type if wanted, a rate of 40 cents an inch will be given. If electros are furnished the price is 35 cents an inch."

Now there is a great difference between the *Boston Post's* "news matter type" rates and its display rates, but, on the other hand, it makes no difference to the *Post* whether electros are furnished or not. These minor points aside, the quoted provision of the *Salem News'* rate card furnishes the best obtainable basis for comparison with the *Boston* papers. The *Salem News'* rate under this clause—taking the lowest, the electrotype rate—is 35 cents per inch, equal to 2½ cents per line, or on the basis of 16,400 circulation for the *Salem News*, equal per line per M to .00152 cents.

The *Boston Post's* run of paper rate on a contract, with position, with no extra for cuts or broken columns, with change of copy with each advertisement, electros, or composition, is 12½ cents per line, or, on the basis of its sworn and guaranteed circulation for November, 1899, of 136,165 copies per day, it figures per line per M at .00091 cents.

Unless some other newspaper can put up a better claim for the Sugar Bowl, and we know there is no *Boston* newspaper that can do so, you will please express the bowl and the bouquets to

Yours very truly,

THE BOSTON POST,

By E. A. Grozier,

Editor and Publisher.

In dealing with the case of the *Boston Post* PRINTERS' INK is embarrassed by the report of the circulation of the paper to be found in the American Newspaper Directory, a book the Little Schoolmaster has learned to regard as pretty good authority. The Directory gives the *Post* credit for an average issue of exceeding 20,000 copies, and the editor says he has not, in seven years, succeeded in getting from the office of the *Post* any such statement of its issues as would warrant him in according a rating anything like what is claimed in the communication printed above. He adds that he does not accord ratings

on the issues of a specified day or month, but takes the average output for a whole year, and from the *Post* this has not been obtainable. He hopes, however, to live to see the day when the *Post's* average issue for a whole year will be large enough to make its enterprising publisher willing to tell advertisers the plain facts in a way that will not induce anybody to think there is a single nigger concealed in any fence corner—no matter how obscure.

ANOTHER BOSTON APPLICANT.

Office of
"THE BOSTON GLOBE,"
BOSTON, MASS., Dec. 16, 1899.

Editor of PRINTERS' INK:
We have always considered the Boston *Globe* the cheapest and best advertising medium in the United States. The Sunday *Globe* averages 250,000 circulation.

The usual rate for solid agate, classified, is 12½ cents per line, which gives 20,000 copies for each cent per line.

George P. Rowell & Company have used that part of the *Globe* for Ripans Tablets apparently with good success.

Our lowest commercial rate for display advertising is 20 cents per line, and at that price the advertiser gets 12,500 copies for each cent per line.

Yours sincerely,

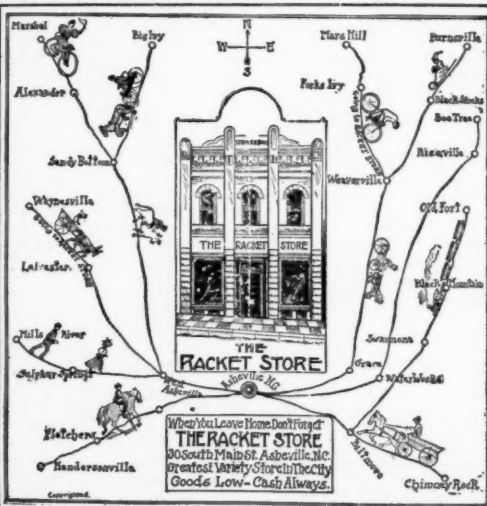
CHAS. H. TAYLOR.

ADVERTISING is not such a difficult thing. Any man who understands his business and the community in which he lives can advertise effectively without preliminary instruction in the art other than that gained across the counter in his store. The man who is a successful salesman in his chosen line talks oral ads every day, and it is only disinclination or diffidence that prevents him putting these same words into type and using them in his local paper. If a man understands the needs of his community and buys his goods with the object of supplying those needs, he will need no schoolmaster in the art of writing ads telling about them. It is not necessary that an ad should be a model of literary style in order to attract attention, but it should tell something about the goods that the public would like to know. Every retail merchant tells this orally many times a day. He can say the same thing in his paper and make a large advance towards being a successful advertiser.—*Omaha (Trade) Exhibit.*

Stick a Pin Here.

To Delegates, Friends and Visitors to the Convention,
December 6th:—We will provide Desk and Writing
Material for your convenience while here—all free.

We have from 300 to 600 Customers every day coming this way, not for glory, friendship or love, but



Because we sell more goods for the dollar than they get ELSEWHERE. Walk, ride or slide, just so you get here.

We keep the Best Lighted and Greatest Variety Store

in the city, and make this modest request: If while here you need only a 5c. Pocket Handkerchief, buy of us.

30 South Main St. **STONER BROS.** Asheville, N. C.

AN ASHEVILLE CURIOSITY WHICH EXHIBITS QUITE SOME ORIGINALITY.

GETTING THE FACTS.

By Charles Austin Bates.

One of the hardest things about writing advertising is getting the facts about the goods.

You would think that the manufacturer, the man who made the goods, would be full of these facts, but he is not.

As a rule none of his printed matter and none of his correspondence contains them.

These facts have to be wrench-ed out one by one. Sometimes I work at a man and work for him a long while before I get at the real heart of his business. Why is this? Partly because most manufacturers see their goods too close—over too short a range. They overlook many things which would be important, and striking, and interesting to the general public.

The man who writes the advertising has to depend upon the manufacturer for the facts. These are never original with the man who writes the ads. They are things that exist—actual facts about goods, or the way they are used. The advertisement writer may think and ought to think of new ways of presenting these facts, but the facts themselves must come from some other source.

It is true that there is a large class of goods about which little can be said. All the articles of every-day use which are being made by a large number of people can be described in almost the same way. A good shoe, for instance, has little that can be said about it which will differ from that which might be said about an equally good shoe.

You do not get a striking point of view until you get an entirely new article, or a new application of an old article, or an article manufactured at a reasonably low price.

All these things are suggested by an article in *PRINTERS' INK* of December 13th, page 6, in which Arthur E. Swett talks a lot of nonsense. Mr. Swett has amused himself by taking an ad of the Stetson Shoe, or rather a part of an ad, suppressing the really pertinent part, and substituting Lion Shirts for Stetson Shoes wherever

the latter name occurs. This proves conclusively, according to Mr. Swett, that this ad is nothing but a glittering generality. The ad may be both glittering and general as Mr. Swett affirms. At the same time, the matter used by him was only one-half the ad. It was properly an introduction to a pointed and definite description of a tan shoe. It told how this shoe was made, what it was made of, what it looked like, the shape of the last, the kind of leather used in the sole and the price. These are all facts. There is nothing glittering or general about them. They were re-inforced by a half-tone picture, five and one-half inches high, showing the shoe definitely and exactly. This ad was part of a series intended chiefly for the purpose of familiarizing the public with the Stetson trade-mark. There are a whole lot of five-dollar shoes made. There are other shoes just as good as the Stetson Shoe. At the same time, there are a whole lot of shoes being advertised at three dollars and three dollars and a half.

The idea of this advertising was to teach people that the Stetson Shoe belonged to the five-dollar class, and that it was a good big five dollars' worth.

Mr. Swett contrasts the Stetson ad as he has revised it with an ad of the Lion Shirt. This ad explains a distinct novelty in shirts. It shows that the Lion people make shirts, collars and cuffs and that they are made to fit each other, a fact probably not true of any other make.

Thus, Lion products become specialties, and unless your article is such a specialty, it is hard to describe it in terms other than what Mr. Swett calls "generalities."

A perfume is another article made by a great many houses. A perfume is to be smelled, and no one who makes a perfume can invent a new use for it. He has got to make a perfume for smelling purposes, and while he makes new perfumes, the most that any perfumer does is to improve upon the old odors.

This is what was done by the *Maison Violet*. This house makes

the best perfumes in the world. They cost more than other perfumes. All they really do is to make perfumes in much the same way other houses do, only make them more carefully out of more carefully chosen materials, and take a longer time doing it. This makes them cost more.

All this has been explained in the advertising of this house, and this is the advertising which Mr. Swett calls too general to be good advertising. He contrasts it with an advertisement of Cream of Lemon, which he says gives facts.

Cream of Lemon is an article made by nobody else. It has a peculiar use, and is a novelty in every sense of the word.

If a man were advertising a soap, he could not say that you use the soap to wash with, that you put it in the water, and wet it and wet your hands at the same time, that you keep turning it round and round in the hands until it makes a lather, and then rinse it off and wipe your hands on a towel. He could not say this about a soap because a great many people make soap and everybody knows how to use soap. Yet this is exactly what the man who advertises his Cream of Lemon does. He tells you just what you do with

it, and the reason the ad sounds definite is because Cream of Lemon is something new and different from other preparations.

The character of the advertising must depend upon the character of the goods advertised.

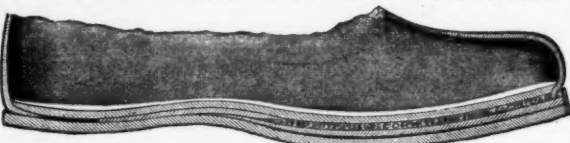
THERE are opportunities in every line of business for little booklets giving pertinent facts about the development of that business.—*National Printer-Journalist*.

THIS is the age of low prices. Whoever can supply the people with a good but cheap article will gain at the expense of a competitor who clings to high prices.—*R. Michaelis*.

ADVERTISERS look to circulation. That's what they pay for. The size of the audience is the criterion as to whether an advertisement in a paper is worth more than a handbill.—*Greenville (Ill.) Sun*.

THE trouble with advertising has been that many men have never gone at it except in a hit or miss way, with the chances strongly in favor of the miss as against the hit.—*North Adams (Mass.) Herald*.

"SHOES WHICH IMPROVE THE PHYSICAL WELL-BEING OF THE FOOT, IMPROVE AT THE SAME TIME THE WHOLE GENERAL HEALTH AND WELL-BEING OF THE BODY."



NOTICE THE CONSTRUCTION OF THE

RALSTON HEALTH SHOE for Men

\$4.00.

1st.—Outsole, Best White Oak Leather.
2d.—Woodruff and Rubber, Bump repellant and cushion.
3d.—Half Sole of White Oak Leather.
4th.—Full Sheet Cork Cushion.
5th.—Best White Oak Insole and Welt, waterproof-treated.

\$4.00.

Besides this, especially modeled, anatomical hygienic lasts, which make unusually **COMFORTABLE SHOES**. Every detail made of the best materials. Workmanship the highest grade. 16 styles, 9 toe shapes, 6 leathers. Satisfaction guaranteed. Ask your dealer for them, or send to the factory for a pair. Send postal for our book of "Health Shoes"; it is interesting; it shows the styles; tells how to buy shoes with the best results, and how to care for them and the feet.

RALSTON HEALTH SHOE MAKERS, Campello (Brockton), Mass.

PLEASE MENTION THIS MAGAZINE.

OUT OF THE RUT.

THE PICTURESQUE PHRASE.

Every person has a grain of common sense to which sharp, terse, positive statements appeal. When the reader of an advertisement is satisfied that the advertiser knows what he is talking about, and displays that knowledge in the way of positive statement, he will always heed. In the great array of newspaper advertisements a beginning which has something in it to attract attention will draw the mind of the reader away from its neighbor, which moves only in the way of ordinary hum-drum recapitulation of wares. How much more attractive is:

"You can't put the ocean in a tea-cup, neither can you describe to-day the thousand and one bargains which we offer to you,"

than if the same thing had been stated: "We have a thousand and one bargains which we cannot describe to-day."

The veriest everyday fact, when used in an attractive form by the advertiser, has new interest, and its manner of statement can be made to draw and hold the attention. Witness:

"The greatest salesman in the world is price. Wit, humor, eloquence and oratory all sit down when the price rises to speak. Price is the great convincer, the invincible salesman. That's why our special inducements go so fast. Price sells them."

It makes no difference whether such a heading leads the way to silks or soaps; it is attractive and carries the reader further.

The true, tried and abused word "bargain" always has an attractiveness, and when used like the following its misuse is forgotten, and its usual flavor of bad company disappears:

"Take down your dictionary and see what Webster calls a bargain. He says it's a gainful and satisfactory transaction. According to that our whole store must be made up of Webster's bargains."

With the human propensity of always wanting something for nothing, the attractiveness of receiving twice as much as is given will make the reader look through the rest of an advertisement which begins:

"Shove half-dollars over our counters—in almost every instance we'll push dollar values into your possession."

The unique attractiveness of the following is such as to keep the thoughts of the reader on the advertiser for a long time:

"There's no rhyme to twelfth.—In the whole English language there's no rhyme to the word 'twelfth.' Throughout the whole world there is no equal to our \$12 American worsted suits—at least not under \$20."

The advertiser who made one hand wash the other by advertising his show window brought many people to see his window, and eventually to come in:

"A window in Thrums is more famous, no doubt than mine—but not more beautiful in its way than my F street window!"

The attractiveness of the following is of the kind that forces the idea of cheapness on the reader without once using the word "cheap," which has so many equivocal meanings:

"Speaking of silks—If the worm didn't

graze on mulberry leaves and the Chinaman live on rice and air you'd never get silk like this at such a price."

There is much strategy in firing at the consumer as he moves along, but there is an infinitely greater chance of hitting him if he is first brought to a standstill by some thing which attracts him. Nor is it necessarily a matter of many words to do it.—*Dr. Goods Man.*

THEATRICAL.

No one knows the value of advertising better than the man or woman in the theatrical business. Without it they would be dismal failures, so far as money making is concerned. Pick up a paper in any part of the country, and if there is a theatrical organization anywhere in the vicinity you will find a standing ad in the paper. These people cater to the public taste—their livelihood results from furnishing amusement to others. Therefore, it becomes very necessary for them to convey the knowledge of what they have to offer to the amusement loving public. Every year this matter of advertising becomes more and more elaborate, and, incidentally, expensive. A big company getting ready to start out on a run in some big city and anticipating a tour of the country must get its name into the papers. The old dodges of fake diamond robberies, etc., have played out, and new, legitimate methods are resorted to. Press agents are engaged and they grind out column after column of stories, descriptive matter and considerable "stuff" about the forthcoming production. They mail these generally weekly to the leading papers of the country and some of them, if of any interest, are printed. It serves to get the production before the public notice. Then thousands of dollars are expended for lithographs, posters and regular paid advertisements. But experience has taught the theatrical manager that it is the very best investment possible, and it is one of the first things to which he gives his attention. Not only does the manager advertise, but performers do likewise. In the theatrical newspapers they run regular ads, just as retail merchants do in the daily papers. They explain their wants, or if they do not need anything they keep up the ad just to have their name before the people. Their name is their trade-mark and they must keep it always in the public eye. The successful advertiser seldom fails in the theatrical business, providing he can give to the public that which he sets out in his ads.—*Sioux City (Iowa) Journal.*

The quality of the circulation can best be judged by the character of the reading matter. Papers of high tone that are constantly aiming to be helpful to their constituency, to educate them on the right lines, will always have a high-toned, wealthy, reliable constituency. Papers that are merely retailers of commonplace ideas with no known editor, that are mere commercial enterprises, with no educational aims, never secure this kind of constituency, and advertisements of a high character placed in these papers are for most part money thrown away.—*Wallace's Farmer.*

A "FILLER."

These modest verselets were not writ

To sway the minds of nations,

Nor yet to help a little bit

The adman earn his rations.

No bright ideas are concealed

Within their gentle jingle,

And no fair flowers from fancy's field

With radiant rhymes here mingle.

The poet guilty of it all

Felt neither gay nor solemn;

He just obeyed the printer's call

And tried to fill this column.

—Profitable Advertising.

NOTES.

AN English writer says the maker of a "ready-made mustard" would make a fortune.

A. R. PHAROS, president of the Perfection Thermometer Company, New York City, makers specially of advertising thermometers, died Oct. 24, 1899.

THE third annual Christmas dinner to the newsboys of Philadelphia was given by the *Evening Bulletin*, at noon, Monday, December 25, 1899, at the Philadelphia Bourse.

BLOOMINGDALE BROS., New York, issue a fresh circular or leaflet every day to put in bundles and to circulate in other ways. All of this work is done in the store at the concern's own privacy.

A SOUVENIR of the Atchison (Kan.) "Corn Carnival," held Sept. 20 and 21, has been issued and contains a number of photographs showing the principal features of the celebration. It may be of interest to others contemplating something similar; it is issued by the *Atchison Globe*.

THE Union Metallic Cartridge Company, of Bridgeport, Conn., have lately issued a small paper-covered book giving a synopsis of the game laws of the United States and Canada—the open and closed seasons in each State—with everything necessary to know about the subject down to date. It includes the legislation of 1899.

THE Castelberg jewelry store, of Washington, D. C., placed in the issue of December 14, of the *Washington Evening Star*, what is claimed to be the largest jewelry ad that has ever appeared in any American newspaper. It covered two pages. Ten thousand dollars' worth of business was done in the establishment upon the day following.

IN a recent issue of the *Kankakee (Ill.) Times* there appear two pages and in another one page of advertising placed by the Chicago Store of that town. Mr. Harry L. Davis, advertising manner of this store, thinks this quite a feat for a country establishment—as it really appears to be. Each of the pages contains dozens of cuts of appropriate Christmas gifts.

SUBERT & SON, of Chicago, packers of seed leaf and importers of Havana and Sumatra tobacco, issue a little newspaper called *Subert's Monthly*

Visitor, sent to cigar manufacturers only, each of the sixteen pages of which is full of interesting matter, the whole publication being a good example of what such a piece of advertising matter should be in order to be welcomed by the public to whom it is sent.

GENERAL PASSENGER AGENT SCHANTZ, of the D. & C. line, has issued another of his cards—this time a "closing of the season" announcement, stating the discontinuance of the line to Cleveland after the 11th of December. "Putting up for the season" is the heading, and the letters are covered with ice. In front of a table a young woman with yellow hair and pink dress is "putting up" the five steamers of the D. & C. line in glass preserve jars for the winter. It is one of the best cards ever issued by Mr. Schantz.—*Detroit (Mich.) News*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$2.10 a line. No display other than 3-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

NO dead pages, no tacked out-of-sight places in the New London DAY. You can have position on a page that every reader will certainly see.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; \$3,000 monthly. Covers South and Southwest. Advertising rates very low.

MAINE.

LOOK at the Christmas issue of the Rockland (Maine) COURIER-GAZETTE, the largest advertising record in its 55 years. Local advertising too. This shows what the local merchants think of the paper. Write to us.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself *The Little Schoolmaster in the Art of Advertising*. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling way. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to-day-to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1898, 23,171. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that R-T-P-A-N'S will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

WANTED—Tourists and homeseekers who think of coming to Florida to subscribe for *Peninsula Breeze*. Published weekly. Gives full information about the most attractive part of the Florida East Coast Region. Trial subscription, 3 months, 25 cents. \$1 per year. Address BREEZE PUB. CO., Seabreeze, Fla.

THE ARIZONA REPUBLICAN

Published at Phoenix, the Capital of Arizona, seeks for patronage on these grounds:

It is the only newspaper in Arizona published every day in the year.

It is the only newspaper in the Southwest, outside of Los Angeles, that operates a perfecting press and a battery of Linotypes.

It is the only newspaper in Arizona that has a general circulation.

The circulation of the *REPUBLICAN* exceeds the combined circulation of all the other daily newspapers in the Territory.

For rates address,

Charles C. Randolph, Publisher, or
H. D. LaCoste, 38 Park Row, New York.

The Pawtucket (R.I.) Evening Tribune

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 100,000 population and 60 varied lines of manufacturing), who carefully scan its advertising columns, because they buy the closest.

The only Democratic daily in its territory, The Tribune is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. Write for rates.

THE TRIBUNE PUBLISHING CO., . . . Pawtucket, R. I.

J. W. BUCKMASTER, Advertising Manager.

Latest Information

CONCERNING NEWSPAPER CIRCULATIONS.

INVALUABLE for advertisers. AMERICAN NEWSPAPER DIRECTORY. Published December 1, 1899. 31st year; 4th quarterly issue; 1,408 pages. Price five dollars. Delivered, carriage paid, on receipt of price. GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

DAILY papers are good for a day. Religious papers are good for a week in one family, and then for weeks after in families to which they are loaned or given. This is noticeably so of

ZION'S HERALD

which often goes regularly through several families. This gives you a hint of the number of pairs of eyes that will see your advertisement, if put in its columns. Box 3686, Boston, Mass.

The Best Local Newspaper
The Best Class of Readers
The Best Patronage
The Best Service
In Pennsylvania
7,000 Every Day
Guaranteed

96

Chester Times

Advertisers
 Must Be Pleased
 For We Keep Them
 Year after Year, and
 Have More Foreign
 Business than any Local
 Daily in the Keystone State
 Consult any reputable agency or
 Write to WALLACE & SPROUL,
 CHESTER, PA.

The Parisian

The Only Publication in America which makes a permanent
 feature of exploiting and illustrating everything pertaining to

THE PARIS EXPOSITION

UNDER THE AUSPICES OF
 THE PARIS EXPOSITION COMMISSION

On all news-stands. Price 15 cents. Published at 853 Carnegie Hall, New York.

I Complete the Whole Job.

I will write your booklet or circular, will
 have it illustrated if necessary, will set
 the type and print it. Some of the best
 advertisers in the land leave such matters
 entirely to me, and I have yet to hear of
 one who was not thoroughly pleased.
 Or I will do any part of the work here
 mentioned. Write me about what you
 have in mind.

WM. JOHNSTON,
 PRINTERS' INK PRESS,
 10 Spruce St., New York.

ADVERTISING POCKET WALLET,

At 1020 Market Street, Philadelphia
J. B. Shannon & Sons

Keep what they believe to be a "live," thoroughly "up-to-date" Hardware Store, one that they are striving to make better each month of its existence. Their efforts at steady growth are concentrated along such lines as these:

1st—A stock of goods kept bright, fresh and attractive by constant replenishment and careful buying.

2d—Setting of prices really recognized as "fair" ones, i. e., guaranteeing quality to the buyer and a decent living profit to the seller.

3d—A measure of assurance that what is sent as it their continued patronage activity was desired.

Until Shannon & Sons can hit upon a more promising business policy—a change of tactics is not likely to occur.

SHANNON'S STOCK may be summarized as follows—and as already intimated, each department will be found complete

**General Building and Shelf Hardware
 Wood and Metal Workers Tools
 Cutlery of every description (except poor)
 Guns, Fishing Tackle and Sporting Goods
 Household Wares and Conveniences**

and finally

Lists of "things" you would not look for in a Hardware Store but are nevertheless glad to find there.

It is hoped this little wallet may serve a double purpose, viz.: to keep letters and papers safely in your pocket and "Shannon" constantly in your mind.

REDUCED FAC-SIMILE OF A RECENT WALLET.

Financial Institutions, Educational Establishments, etc. For Food Products, Proprietary Medicines, Hardware, Machinery, Tools, Patented Articles, in short, for advertising anything seeking publicity. Newspapers and periodicals will find it admirable for keeping their special advantages, circulation, etc., constantly before those from whom they seek patronage. Samples and quotations will be sent upon application. Time is doubly important at this season.

FRANCIS L. MAULE, Commercial Literature, 408 Sanson St., Philadelphia.

For carrying letters, papers, etc., in the pocket. Size, 7½x11 inches.

This little Pocket Wallet is not one of those so-called "souvenirs" with which the unfeeling recipient makes glad the heart of his waste paper basket—distinctly not. It is a most convenient, practical and dignified medium for placing the facts and figures of your business where they will be of direct benefit to you. It is a form of advertisement that any self-respecting, sensible man need not hesitate to offer to others of his kind with the certainty that it will be kept and carried. It is cheap enough to scatter broadcast, sufficiently durable to last for six months when carried in the pocket, and in its capacity of memory jogger it simply distances the terribly overdone calendar. Furthermore, its cost is a mere fraction of what must be paid for even a fairly decent calendar without taking a really fine one into account. This Wallet may be used for a business or profession of any character whatever, such as Stores of all kinds, Factories, Shops, Banks, Insurance Cos.,

The San Jose Herald

"**T**HE SAN JOSE HERALD is peculiar. It is unique. It does not permit the advertisers to run it nor the subscribers to dictate to it. The Editor and Manager runs the paper to suit himself. He writes just what he pleases and publishes it, taking all chances of being arrested for libel. If he lies about the circulation and it can be proven, he will give \$500 in Gold Coin to the party who will furnish the evidence. Advertising and subscription books are on the counter ready for examination and the proprietor of the HERALD will pay the expenses of competent experts to examine the books, the experts to be chosen by the advertisers, provided the subscription list is not found to be more than is claimed in any statement given from this office. THE HERALD is quoted more by the press of the Pacific Coast than any ten papers published in California. We will forfeit \$50 in Gold if this statement can not be proven true."

For Advertising rates, etc., address

CHAS. M. SHORTRIDGE,

EDITOR AND MANAGER,

San Jose, California.

Special Agent, C. E. GOODRICH, 34 Park Row, New York.

Representative, D. M. FOLTZ

AHEAD OF ANY OTHER BOSTON DAILY.

BOSTON TRAVELER

During the past four months the BOSTON TRAVELER has carried more columns of paid advertising than any other Boston daily. This is not generally known, but it is true nevertheless.

Furthermore, the TRAVELER leads all the other afternoon papers in New England in circulation.

Average 1898,

76,868 Copies

THE S. C. BECKWITH SPECIAL AGENCY,
NEW YORK AND CHICAGO.

Fear No Search Light.

R. H. MACY & CO.—PRINTERS INK JONSON.

We Give No Credit, Discounts or Commissions.

[All Others Do to a Greater or Lesser Extent.]

**REMEMBER
OUR
POLICY**

{ Eliminating the direct expense and enormous losses of the charge system and refusing to tax one class to compensate for the discounts and commissions allowed another **MAKE IT EASY** for us to undersell competition. And we do—our prices for Holiday Presents are frequently half what others charge.

Worth Weighing Well.

For the highly excellent purpose of placing the interesting facts before you—you who care to save money—we delegated a competent judge to make unbiased comparisons between the prices of general lines of goods as sold by ourselves and others—others who make great claims and indulge in many boasts that can not stand the search light of intelligent and honest analysis. Some of the results are printed below. Draw your own conclusions.

R. H. MACY & CO., New York.

The above clipping was taken from an advertisement which appeared in the daily papers, and printers should carefully read it and ask themselves if they have not been wasting money by buying inks on credit. For six years I have been constantly preaching the economy of paying cash, and this is the first time I have had the pleasure of seeing the system so forcibly advertised in another line.

I may not use the flowery language of Macy & Co., but our theories and systems are identically the same, and neither one of us will trust you, whether you live in a mansion or a poor tenement.

Now is the time to make resolutions for the new year. This is the last advertisement for 1899, and you have ample time to drop me a postal to send a copy of my price list. Compare this with the prices you paid to the old-line ink houses, and if the difference does not range from 50 to 80 per cent in my favor, then I won't expect you to buy from me. Those who pay their bills help to pay for those that don't, otherwise the ink men could not stand the enormous losses made in the business. When my goods are not found satisfactory, I refund the money and pay all transportation charges. Address

PRINTERS INK JONSON,

13 SPRUCE STREET, - - - NEW YORK.

The Pittsburg Times

**The pioneer one-cent
morning newspaper
in the greatest city
in the world.**

**Twelve years the
leader in circulation
in a community
embracing
three million people.**

The Pittsburg Times

LOOKING OUT : :
UPON THE NEW
YEAR : : : : :

1900

It is certainly with confidence
and satisfaction that the . . .

Detroit Journal

looks out upon the new year.

The JOURNAL is just closing the most prosperous year in all its history.

The JOURNAL is the only metropolitan Republican newspaper in Detroit and Michigan (both Republican) and 1900 is a Presidential year, when party lines will be closely drawn.

The JOURNAL is an advertising medium you can not afford to overlook in making up your list for Detroit and Michigan.

The JOURNAL invites you to join the prosperous advertisers who now enjoy entree to the 28,000 homes where the JOURNAL is a daily necessity.

At your service :

PERRY LUKENS, JR.,
Manager New York Office,
Tribune Bldg.

C. GEO. KROGNESS,
Manager Chicago Office,
Marquette Bldg.

I am doing a very nice business in the placing of advertising, but I ought to do more.

I know publications and their relative values.

I know rates.

I make good copy.

As for results and general satisfaction I refer to my present clients.

I would like to hear from general advertisers who think their present methods might be improved.

Charles Austin Bates,

Vanderbilt Building, New York.

Boston: 186 Devonshire St.
Detroit: Majestic Bldg.
Buffalo: 176 Prospect Ave.

THE EAGLE ALMANAC FOR 1900

will be better and
more complete than
ever before — the
best guide to New
York City — at the
same price,

25 CENTS A COPY.

READY
JANUARY, 1900.

Of Course We Know.

We are pretty thoroughly conversant with all the arguments and specious logic urged against the value of advertising in fraternal papers.

We are just as thoroughly satisfied, from practical results, of the value of advertising in a good fraternal paper like THE AMERICAN TYLER, the only acknowledged exponent of Freemasonry in America.

The AMERICAN TYLER is nearly fourteen years old. It has cost a lot of money to give it the paying force it now has; it can now give the advertiser the influence of its success.

The AMERICAN TYLER is semi-monthly. The regular paid in advance circulation is between 15,000 and 16,000 each month; during the year 1899 there were mailed to individual Freemasons 250,000 copies. In 1900 this number will be doubled.

The Freemason is *per se* an intelligent man; the daily newspaper and the monthly magazine are regular to ninety per cent of this great craft—but none of them get so close in his confidence as his own paper, THE AMERICAN TYLER.

Advertising is solicited by THE AMERICAN TYLER on the strictly business basis of results. Try it fairly, key returns as deemed wise, and if, for the money invested, the returns do not justify, we will promptly cancel the contract.

We don't "know it all," but we do know that both general and specific advertisers who have used THE AMERICAN TYLER have found profitable returns and are renewing contracts.

The columns of THE AMERICAN TYLER are 15 ems in width, the advertising rate 7c. per agate line.

Business correspondence solicited.

THE TYLER PUBLISHING CO.,

927 Chamber of Commerce, Detroit, Mich.

RIPANS TABULES

Doctors find
A Good
Prescription
For Mankind

Ten for five cents, at Druggists, Grocers, Restaurants, Saloons, News-Stands, General Stores and Barbers' Shops. They banish pain; induce sleep, and prolong life. One gives relief! No matter what's the matter, one will do you good. Ten samples and one thousand testimonials sent by mail to any address on receipt of price, by the Ripans Chemical Co., 10 Spruce St., New York City.

WE WILL INSERT YOUR ADVERTISEMENT IN SPACE OF THIRTY-THREE INCHES

(11 INCHES TRIPLE COLUMN)

in the following list of newspapers, comprising the daily of each State printing the largest number of copies. The Combined Circulation of these papers is

Over **2,000,000** Copies

circulating in every State of the Union, and the cost for this service is \$2,000, or

\$1 per 1,000 copies.

ALA.,	Montgomery,	Advertiser	MON.,	Anaconda,	Standard
ARIZ.,	Phoenix,	Republican	NEB.,	Omaha,	World-Herald
ARK.,	Little Rock,	Gazette	N. H.,	Manchester,	Union
CAL.,	San Fran.,	Examiner	N. J.,	Newark,	News
COL.,	Denver,	Rocky Mt. News	N. M.,	Albuquerque,	Jour.-Democrat
CONN.,	Hartford,	Times	N. Y.,	New York,	World
DEL.,	Wilmington,	Every Evening	N. C.,	Raleigh,	News-Observer
D. OF C.,	Washington,	Star	N. D.,	Fargo,	Forum
FLA.,	Jacksonville,	T.-U.-Citizen	OHIO,	Cincinnati,	Times-Star
GA.,	Atlanta,	Constitution	OKLA.,	Guthrie,	State Capital
IDAHO,	Boise City,	Statesman	ORE.,	Portland,	Oregonian
ILL.,	Chicago,	News	PENK.,	Philadelphia,	Record
IND.,	Indianapolis,	News	R. I.,	Providence,	Telegram
IOWA,	Des Moines,	News	S. C.,	Charleston,	News and Courier
KAN.,	Topeka,	Journal	S. D.,	Sioux Falls,	Argus-Leader
KY.,	Louisville,	Times	TENN.,	Memphis,	Com'l.-Appeal
LA.,	New Orleans,	Item	TEXAS,	Houston,	Post
ME.,	Portland,	Express	UTAH,	Salt Lake City,	Tribune
MD.,	Baltimore,	Herald	VT.,	Burlington,	News
MASS.,	Boston,	Globe	VA.,	Richmond,	Dispatch
MICH.,	Detroit,	Free Press	WASH.,	Seattle,	Times
MINN.,	Minneapolis,	Tribune	W. V.,	Wheeling,	Register
MISS.,	Vicksburg,	Herald	WIS.,	Milwaukee,	Wisconsin
Mo.,	St. Louis,	Globe-Democrat			

If you do not want so large an advertisement or so wide a distribution of circulation, indicate your wishes and we will try to meet them.

THE GEO. P. ROWELL ADVERTISING AGENCY
10 Spruce St., New York.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

No one can write a paying advertisement about any line of goods without knowing something about the goods themselves, so that he may be able to give the reader some real information on the subject, rather than a string of words which have no application to the matter.

The better acquainted one is with the goods, the more apt he is to be able to give some interesting information, or mention some point which will appeal to buyers.

An advertisement writer should always examine the goods about which he is going to talk before he begins to write his announcements. It may fill his head with a great many new ideas.

Any one can write a much more telling advertisement if he has first examined the goods about which he expects to write and had awakened in his own mind some enthusiasm on the subject, or has been convinced himself that what he is talking about is really a desirable article.

Another good way in which advertisement writers in retail stores can get points about the goods is by talking with the clerks who sell them, or better still, with as many of the customers as possible.

A customer will often throw considerable light upon the way in which buyers think upon the subject. If the customer advances some argument against the durability of the goods, you are then prepared to know just what is the proper thing to say in order to correct such an idea.

There is nothing in the world which is apt to bring out so many ideas about advertising as honest criticisms of the things you have to advertise.

The goods may not strike one

person in exactly the same light that they do another; therefore, three or four persons talking about any object may advance a number of points which can be profitably dwelt upon in an advertisement.

* * *

Some firms are making a mistake in the present day by advertising things which do not particularly interest the public, while they are neglecting those things which they should most bring to the attention of the public.

There are very few houses or very few men in the United States that are of enough importance to be set up as an advertisement of themselves. Even those houses which we would suppose are of enough importance to use simply their names as a claim upon the public, are the ones which usually avoid asking people to trade with them because they are so and so, or because their house is a particular house, or on account of any particular virtues of the firm. These houses have realized the necessity of dwelling upon the goods which they sell.

It is the goods which you sell that are interesting to buyers of the present day.

* * *

It does not do to always write your advertisements in the same manner, or after the same style.

Human nature is of various temperaments and different persons have to be approached in different manners in order to be influenced to do any one thing.

You might make one customer by advertising in a certain way, but there might be a thousand more who would never notice or care for an advertisement of that kind.

Therefore, it is well for every firm to change their styles of presenting themselves to the public

occasionally, provided that each style is one to which there can be no objection and which presents their merchandise in a clear, honest and forcible way.

* * *

In a recent issue of a trade journal the remarkable statement was made that "the most successful retail merchant is the one who is the cleverest at humbugging the people."

The day is past when humbugging will pay in the retail business. There are times, of course, we must admit, when persons who practice humbugs have succeeded and will succeed. There are times when the immediate result of some astonishing humbug has been very gratifying, financially, to the parties who are working the scheme upon the public, but in this enlightened day humbugs are only spasmodic and are not lasting.

It is a fact that when a firm has worked one or two humbugs successfully, the best thing for it to do is to get out of business before all the profits made from the humbug are turned into losses in the future business, which they do not do.

If you are determined to do business on the humbug plan, the proper way to do it is to practice as big humbugs as possible for a short time and then quit, for if you keep it up very long the people will find you out and you will then be so deep in the mire that it will cost you a great deal to get out.

There are stores all over the country which make a business of humbugging the people, but the solid, substantial business of today and the business which is going to last, is the one which does everything open and above board.

There are a great many houses who conduct business on a proper basis, as a rule, but who still think there are many little points in which they should practice humbugging on the public. This, however, is a mistake; a business will be much more profitable where everything, from the cellar to the garret, is honest and straightforward.

If you have any humbug anywhere in your business some one is likely to find it out. If only your employees know it they will be likely to spread it among your friends and so it will grow until a great many persons know of it.

One or two little not quite honest features in your business, may more than counteract the effect of all your honesty in dealing with the public.

It is the all-over honest business man who is going to be the business prince of the future and who is not only going to gain the good-will and patronage of the public, but who is going to retain it through all time.

* * *

Tact is something that every business man should possess. A knowledge of people, a knowledge of how to handle people and how to cater to all their little peculiarities, is necessary in business.

Sugar catches more flies than vinegar. This is a rather homely saying, but it is true, not only in fly catching, but in trade catching.

Business men of pleasant disposition who use diplomacy and those who can be agreeable to their customers are much more successful than those of an overbearing nature who try to command attention.

In nearly every instance you will find it is the business man who has the most tact that wins the most trade; not only tact in his personal business relations with his customers, but tact in his advertisements, tact in the way he handles his employees.

Personality is very often swallowed up in the larger concerns, as far as the customers are concerned. But tact shows itself still more strongly in the way the business of the house is carried on, and the way the business is conducted is largely the result of the manner in which the employees are treated. The proprietor who has tact enough to know how to procure the best service from his employees is the one who is going to get the most money from the pockets of the public.

Try to win the confidence of every one with whom you are sur-

rounded. You will find that this is not only the most pleasant way of doing business, but it is more likely to be profitable.

* * *

DENVER, Colo.
*Mr. Chas. F. Jones, care Printers' Ink,
New York:*

I have noticed your paper in which you said that you would be glad to answer any questions on business subjects. I am personally obliged to you for the opportunity to ask questions and will call upon you quite frequently.

The question I would like to ask is, ought a store which carries a class of goods in which there are naturally many exchanges, allow its customers to exchange goods when it interferes with making other sales? Respectfully,

In reply to this will say, that in your letter you admit yourself that your business is such that exchanges are frequently necessary. This in itself would satisfy me that you ought to exchange the goods cheerfully and promptly whenever called upon to do so.

I do not see how exchanging goods is going to interfere with making other sales, unless it be that the exchanges are made at such times of the day or days of the week when you are very busy and think you have not the time to attend to exchanges.

Right here is where you are going to make a great mistake. But while you do lose a sale occasionally by spending time exchanging other goods, I think you will, in the long run, gain more sales by having done your utmost to accommodate a customer who has already purchased from you, than by losing a sale to some one else on account of not having time to wait upon them.

A store should always do its very best to take care of its customers, not only prospective customers, but customers who have already purchased.

A store very seldom loses any trade by having customers go away because they could not be waited upon, unless it is simply carelessness on the part of the store.

If your store is all right and you are simply having an extraordinary rush, persons who may go away for the moment on account of not being waited upon, cannot well find fault with you and unless

they are very unreasonable they will not be disposed to blame you very much and in all probability will come back at some time to purchase.

In fact I have known cases where it has impressed customers very favorably when they could not be waited upon immediately, where the delay was occasioned by extraordinary business. It impresses people with the fact that the store is doing a great business and this itself is quite an advertisement, as the people in this day and generation are very much like sheep, one following where another leads, and a store can get no better name than to be always busy.

If your line of goods is such that exchanges are at all admissible, then you should give just as much attention to exchanging goods, just as much care to pleasing customers as you would in making another sale. This is one of the rivets which will bind them to you for all time.

A customer may be very much pleased by your attention in waiting on her when she comes to make her purchases; and in this case she would be still better pleased when she finds you exercise the same care and attention in accommodating her, solely for her interest, and that you are putting yourself out in order to please her.

A customer once impressed with your desire to satisfy her in this way is likely to remain a good customer for many days.

Again, looking at it in another light, you are not doing the customer any particular favor by exchanging goods, as it is your duty to do so, if the goods are such as make exchange possible. You are doing no more for a customer than you yourself would expect from a store from which you make purchases. It is the customer who is accommodating you by giving you patronage; and you are in no wise accommodating her by waiting upon her politely and carefully and seeing that she gets what she wants.

* * *

A great many people who send advertisements to this department

for criticism naturally expect that the criticism will be favorable. Perhaps there may be some who even send the matter simply with the hope of getting a favorable notice about their writing and are not really caring as to whether they learn any lessons themselves from the criticisms. However this may be, I am always glad to receive advertising matter of any kind from anybody, but will criticize the bad points just as quickly as I would the good ones.

We rope them in. That's what they say, and we admit the fact. We lasso them, corral them, and hold them tight. That's all right. Look at our rope! Remarkable quality.
Open hand dealings.
Price the lowest.
Every article a bargain.
Rare goods.
No overcharging.
Profits small.
Everybody pleased.

Our rope is a rope to tie to; it won't strain or stretch; every strand is stout and strong. It's the rope that holds custom and hangs competition. We are doing our business strictly on the U rope in plan! Get what you pay for and pay for what you get.

The above advertisement is not only somewhat vulgar in expression, but it is also repulsive to the reader. It is a very bad beginning indeed. The word "Rope" itself is usually accepted as meaning "gulled" or "fleeced."

When an advertisement starts out and practically says that it fleeces the public it is not likely to attract many people to the store. In most cases the reader of the newspaper only gives your advertisement a casual glance. Many seeing this advertisement would only notice the headline and many of them would no doubt say to themselves, "No, thank you, I do not care to be roped in," and would even avoid the store rather than go to it for any kind of goods.

The advertisement above, where it explains about the "roping in" is much better, but it is not likely to overcome the back set which is given the advertisement by its headline.

The advertisement could not possibly do the person using it any good, and would more than probably do them an injury, and this being the case, it is one of those

things which would be better left unsaid than said. The end of the advertisement might not be so bad if you could just get everybody to read every word of your advertisement, but this is not the case. Out of a hundred persons who may see it ninety of them will only read the headlines.

It does not pay to run the risk of injuring your standing with these ninety persons just for the possibility of impressing the ten who do read the advertisement through.

* * *

BRADFORD, Pa.

Mr. Chas. F. Jones, New York:

During the last winter we experienced a great deal of trouble in keeping our windows clear of frost. Our windows are all inclosed and we tried them open; also with ventilating holes, but with no better results. The ice would form on the glass and the only way to get it off would be by the use of lamps. Wishing to repair the trouble in time we ask this question at this early day in order to be prepared for the cold months.

Any information will be appreciated by a reader.

Yours truly,

DECORATOR.

There is no way in the world that I know of to keep the frost off the show windows except to have the windows thoroughly ventilated from the outside. Frost on the glass is caused by the air inside the window being warmer than the air outside. If the air on the outside was warmer than that on the inside and the air inside was cold enough the frost would be formed on the outside of the window, just as it is now formed on the inside because the air inside is the warmer of the two.

To keep the frost from forming on the glass at all it is necessary to have the air inside the window of nearly the same temperature as the air outside.

Possibly the trouble that my correspondent has had has been because his ventilation was either into the store, thus making the air in the window warmer than the air outdoors; or the ventilation was into the open air and the holes were too small to allow the air free circulation.

The best ventilation that can be given any window is to have a large air shaft extend under the window and open up in the back.

The opening is best under the window because it does not allow the dust which might pass through it to fall down upon the goods in the window, as would surely be the case if the opening was at the top.

Then, again, this opening is better in the rear of the window because there it can have free circulation and not be covered by the goods and at the same time not spoil the display in the window, as it would if it opened near the glass.

Using lamps to melt the ice off the glass seems to me a very tedious method. If you will take a sponge or rag and dampen it with a little glycerine you will find that the ice will disappear instantly with every touch. In fact, some window dressers use glycerine as a means of keeping the windows from freezing. After washing the window thoroughly they rub over it gently a cloth or sponge which has been saturated with glycerine. This leaves a thin coating of glycerine over the glass and as long as this coating remains freezing will not take place.

One objection, however, is that it is not very easy to apply the glycerine without leaving the glass streaked and with a foggy appearance, which, of course, spoils the appearance of the display which may be made in the window.

* * *

INDIANAPOLIS, Ind.

Mr. Chas. F. Jones, care Printers' Ink, New York:

What is the usual custom among dry goods houses? Do they allow special discounts to dressmakers and purchasing agents? If so, what is the usual amount of discount allowed, and are dry goods houses usually consistent in allowing this discount only to such persons, or do they allow it to others?

Thanking you in advance for your answer, we beg to remain, Respectfully,

B. H. & Co.

This is a rather hard question to answer, as it is difficult to say what is the usual custom among the dry goods houses.

In some places it is the custom to do one way and in other cities it is the custom to do just the opposite.

It depends a great deal upon the locality as to the way in which I should answer this inquiry.

In some cities it is customary among all or nearly all the dry goods stores to allow purchasing agents or dressmakers, or any others who buy for the purpose of selling again, a discount on the majority of goods which are sold. To a certain extent where this concession is not abused and is given only to those who deserve it, it is a very good thing, for it is only natural for any one who is doing business to be doing it for profit and not for glory or pleasure, and it is only fair that they should make something upon that which they buy to sell to some one else.

The discount which is allowed is regulated according to the kind of goods. On domestics and cheap wash goods and other articles which are sold at or very nearly cost no discount is allowed. On dress goods, silks and other things where the price is regular and there is a profit made some of the stores allow ten per cent discount and others allow only six per cent.

I believe that the majority of retail stores which allow a discount to dressmakers, etc., who sell again, are perfectly consistent in not allowing this discount to any one else. It is much for their benefit that this rule should be carefully adhered to.

It, however, seems almost impossible to prevent some persons from taking advantage of the discount who really do not deserve it, but such instances are rare and can only be watched individually and corrected where it is found out. It would not do for me to make a rule or give any direction in regard to handling such cases, as each must be dealt with according to the circumstances which surround it. There are quite a number of places where the stores are combining and pledging themselves not to give discounts of any sort to any one, and from such places I hear that where the pledge is observed by all the merchants considerable money is saved and a good deal of annoyance avoided.

I believe the day is coming when the majority of stores will be strictly one price to everybody, allowing no discounts or favors under any circumstances.

Real Help for Advertisers

The reason PRINTERS' INK is acknowledged to be an authority on advertising matters is that it deals with facts, and nothing but facts.

It is valuable to every man who advertises, because he is sure to find in every number something which applies directly to his own business or some similar business.

In addition to special articles which detail the methods by which success has been gained in various lines of business, it contains many special articles from men who have kept in touch with advertising and business methods of all kinds, and who are in a position to give valuable advice upon the subjects with which they deal.

Special departments are devoted to advertising, business methods, and the criticism of advertising matter.

The history of advertising, as shown by contemporary literature in all parts of the world, is gathered and placed before the readers of PRINTERS' INK every week.

Subscription is \$5 a year.

Sample copies, 10 cents.

Address

PETER DOUGAN,

Advertising and Subscription Manager,

PRINTERS' INK, 10 Spruce St., New York.

IN THIS ISSUE OF

PRINTERS' INK

the following page advertisements appear:

Washington (D. C.) Star.
 Pittsburg (Pa.) Times.
 Brooklyn (N. Y.) Eagle.
 Atlanta (Ga.) Journal.
 Des Moines (Iowa) News.

Detroit (Mich.) Journal.
 Milwaukee Evening Wisconsin
 New York Sun.
 Philadelphia (Pa.) Record.
 Boston (Mass.) Traveller.

Each of them have a prominence in their several fields above their competitors, and the arguments are presented for the attention of advertisers.

The Reasons Why They are Published in Printers' Ink:

Because PRINTERS' INK is the representative paper of its class.
 _____ is read by advertisers generally.
 _____ is read by more advertisers than any other paper.
 _____ the advertising is not scattered, but
 _____ concentrated and given to the very people inter-
 _____ ested in advertising propositions.

PRINTERS' INK's edition for November 22d was 32,500 copies; for November 29th, 30,550; for December 6th, 30,500, making a total output of 93,550 copies for the three weeks, which probably exceeds the sum total of all editions printed of all its various imitators in the United States and other parts of the world.

The paper which is valuable to advertisers will make more money and insure more valuable contracts by advertising in PRINTERS' INK than in any other way.

If you have a valuable paper, a paper that will be profitable for the advertiser's use, I would like to have your contract for telling the facts through PRINTERS' INK.

ADVERTISING RATES, EACH INSERTION:

PAGE, - - - - - \$100
 HALF PAGE, - - - 50
 QUARTER PAGE, - - 25

Address

PETER DOUGAN,

Advertising Manager PRINTERS' INK, 10 Spruce St., New York.

In making up your advertising plans for 1900 increase your estimate for the

STREET CARS

They are recognized as a leading medium of publicity, and by many as the best.

Then place your appropriation with us if you wish service NO ONE ELSE can give, proper rates, and the right kind of treatment.

Our concern is the oldest, largest and most reliable in the world.

GEO. KISSAM & CO.,
253 BROADWAY, NEW YORK.
13 Branch Offices.

